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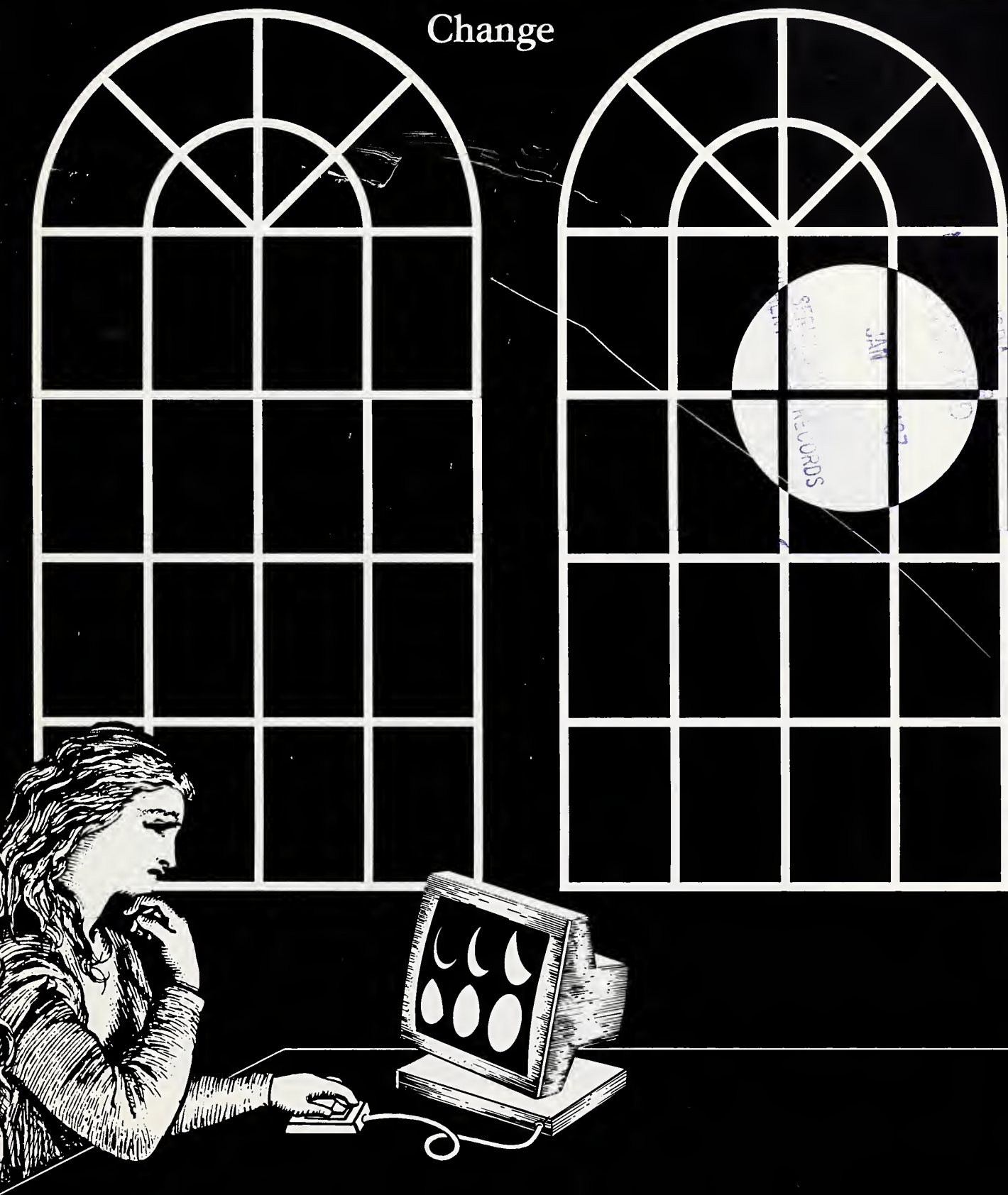
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# *extension review*

United States Department of Agriculture Fall 1986

## Change



# Change—For America, For The Cooperative Extension System

## 2. Extension Review

Change is no longer the exception—it is the norm.


Change is a dual-edged sword. It threatens our status quo while challenging us to stretch, to grow, to achieve beyond the safety of the here-and-now.

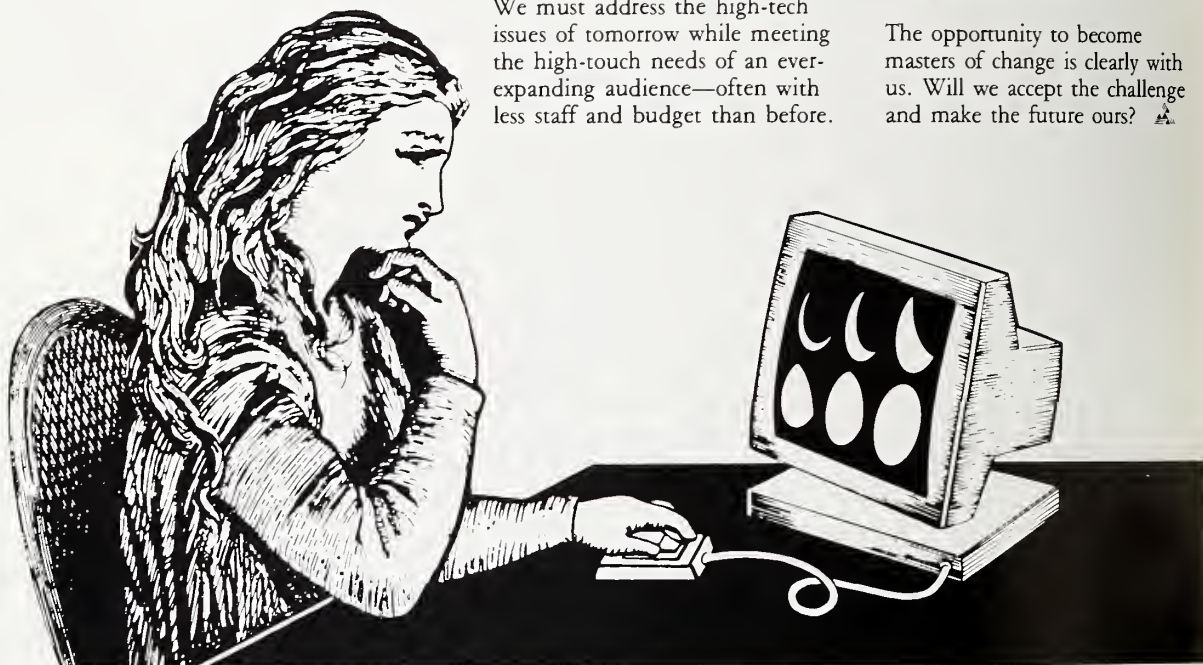
Social, technological, economic, and demographic—changes in all these facets of our American way of life continue to gain momentum as they rocket us into the 21st Century.

The Cooperative Extension System in the Year 2000 will be much different than the organization we know today. At all levels of the system—federal, state, and local—we are rethinking the way we do business. By identifying and addressing priority issues, we are molding our organization as a catalyst for future change.

Together we are reaffirming the basic premise of Cooperative Extension education—our role and responsibility as change agents. We must address the high-tech issues of tomorrow while meeting the high-touch needs of an ever-expanding audience—often with less staff and budget than before.

This issue of *Extension Review* documents the Cooperative Extension System of 1986—an organization in transition, an organization riding the wave of rapid change. Several state directors and administrators assess change and its impact on their states and the system in the lead article. Other articles explore new communications technologies, meeting the needs of diverse audiences, and new delivery methods and modes as the system copes with change in every facet of operation.

The opportunity to become masters of change is clearly with us. Will we accept the challenge and make the future ours? 

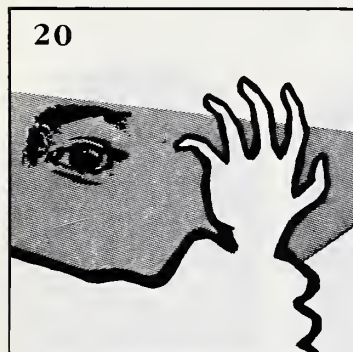
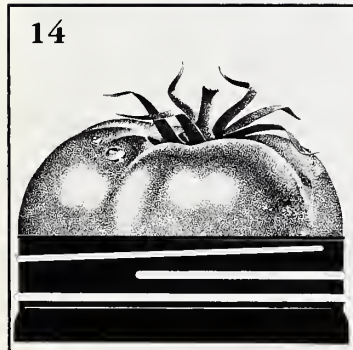


## Future Issues

Production schedules and focus of future issues of *Extension Review* are listed below:

- Spring 1987.  
"Food, Nutrition, And Health,"  
article deadline November 15, 1986
- Summer 1987.  
"Financial Strategies: Farm, Home, Community,"  
article deadline February 15, 1987
- Fall 1987.  
"Profitability And Competitiveness In American Agriculture,"  
article deadline May 15, 1987.





|   |    |
|---|----|
| Which Way, Extension?<br>Directors And Administrators Speak Out | 4  |
| Traveling To Oklahoma—By Satellite!                             | 8  |
| Easier Banking For The Elderly                                  | 10 |
| High-Tech Career In Your Future?                                | 11 |
| For Gardening Information: Dial U!                              | 12 |
| Bi-Mart: New Outlet For Extension Videos                        | 14 |
| Staying Alive: Farm Aid For Nevada Ranchers                     | 16 |
| Gardening Tabloids Go To Market                                 | 18 |
| An American Tragedy:<br>Family Stress And Child Abuse           | 20 |
| Multicounty Programming—<br>A Viable Alternative                | 21 |
| Think Regionally!   | 22 |
| Computer Education Goes On The Road                             | 23 |
| Interactive Information   | 24 |
| Yields Up In A Dry Season                                       | 26 |
| Y.E.S. For Youth Energy Education                               | 28 |
| Changing With The Times:<br>Homemakers Keep Pace                | 30 |
| 4-H Links The Generations Again                                 | 32 |
| Switching To Low-Cost Options                                   | 34 |
| Change Comes To The Pacific Basin                               | 36 |
| Is Anyone Listening?  | 38 |
| Extension Marketing—Education In Action                         | 39 |

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# Which Way, Extension? Directors And Administrators Speak Out

## 4 Extension Review

Judith Armstrong Bowers  
National Program Leader,  
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Coping with change—now, more than ever, the ebb or flow of our fortune depends on how well we catalysts—county, state and national—steer the Cooperative Extension System.

To learn about changes likely in Cooperative Extension nationwide I interviewed nine directors, two 1890 administrators, and the ES-USDA administrator. A major theme emerging from these discussions is an encouraging optimism, despite limited funds and lessened staff.

"I would have no qualms in advising young people to go into Extension...the future of Extension is very bright," states William Oschwald, Illinois director.

"I think Extension has an exciting future. This is one of the most exciting times to be in Extension," says Chester Black, North Carolina director.

The directors and the 1890 administrators interviewed see the diminished funding, smaller staffs, and shifting program mix as opportunities for Extension to do what it has done well to date: enable people to live better, richer lives in communities they have helped shape.

Interview questions focused on six areas: staff, programs, funding, volunteers, clientele, and the future.

### Staffing Lean And Mean

No director or administrator spoke of expanding staff. Most have retrenched or will be doing so. Rachel Tompkins, West Virginia director, foresees a major change in Extension organization as her staff numbers drop to about 28 percent of the current size.

Some directors and administrators plan to add a few staff in certain areas.

Staff functions are changing. New Jersey Director John Gerwig predicts more regionalization and multistate cooperation will occur and that he might meet short-term needs by buying one month's time of an Extension specialist from another state.

Staff will work together in new ways. Minnesota Director Patrick Borich expects that issue response teams of Extension staff, and possibly, clientele, will pull research from labs and departments, put together programs, and market them. Myron D. Johnsrud, ES administrator and former North Dakota director, described such a group, also to be pulled together for major crises, as a strike force, with its own mission, budget, and goals it will develop and deliver.

Arizona's Roy Rauschkolb sees a change in the type of people hired—they will have a solid scientific base in subject matter so they can solve their clientele's problems. Chester Black, North Carolina director, also commented on the need for future Extension workers to be more technically competent than before, so they can adapt biotechnological research.

### Programs Meet Clients' Needs

Not surprisingly, all directors and administrators supported strong, up-to-date programs based on clients' needs. All have responded in some way to the continuing farm-community financial crisis. Fred Harrison Jr., administrator of Georgia's Fort Valley State College, described SLIP, Small Landowners (farmers) Information Project, funded by Farmers Home Administration, to assist farmers facing foreclosure by that agency.

F. E. (Fee) Busby, Wyoming director, says the biggest change in the last 5 years, not only in Wyoming, is that people outside Extension do not understand the CES mission and that Extension does not know how to fit into the university system's priorities and programs.

"Extension needs to treat the farm, farmers, and farm family as a totality," Busby and other directors stress. The ag, home economics, and 4-H agents will integrate their programs together and meet jointly with the family, not separately with individual family members, the directors emphasize.

Extension Service Administrator Johnsrud characterized five phases of Extension history:

- Phase 1—1915-1930s basic educational mode with agriculture, home economics, and youth programs;
- Phase 2—1930s-1940s primarily operators of government farm programs;
- Phase 3—mid 40s through 60s, return to educational role plus problemsolving;
- Phase 4—mid 60s into 80s, program expansion to communities and urban areas, roller coaster agricultural economy, more targeted federal funding;
- Phase 5—1980s and beyond, in process.





For North Dakota and the Nation, Administrator Johnsrud emphasizes the close urban-rural relationship, that programs can no longer be clearly separated out as solely rural or urban. He and other directors and administrators stress the importance of marketing Extension.

Virginia Director Mitchell Geasler feels strongly that Extension should disseminate only research-based education, and that nonresearch-based wants of clientele can be met through volunteers. He, like other directors and administrators believes that solutions to all the problems of Extension clientele may not reside in one part of the land-grant university. Extension needs to go beyond the ag college and outside the university, if necessary.

Financial management and stress will remain major programs for at least the next 3 to 5 years, believes North Carolina Director Chester Black. Major changes in the infrastructure, more and more part-time farmers as Extension clientele, and increased use of technology will characterize his state's (and the Nation's) agriculture. "Contact with local people is the most important thing Extension does," he states.

Thornell Paige, Washington, D.C., director, sees choice of a few areas in which to work toward excellence as a sensible strategy during these days of tight budgets and staff retrenchments. Extension in the District of Columbia is focusing on food and nutrition related to health and family stability, as well as agriculture and natural resources with emphasis on horticultural programs.

#### Fewer Funds

Every director and administrator interviewed told of federal decreases in funding, often mirrored in the state level. Few mentioned declines in county levels. New Jersey's federal share has remained relatively the same the past 20 years.

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*"Today's clientele are  
more sophisticated and  
more demanding...we  
need to be dynamic!"*

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Myron D. Johnsrud  
Administrator, Extension Service

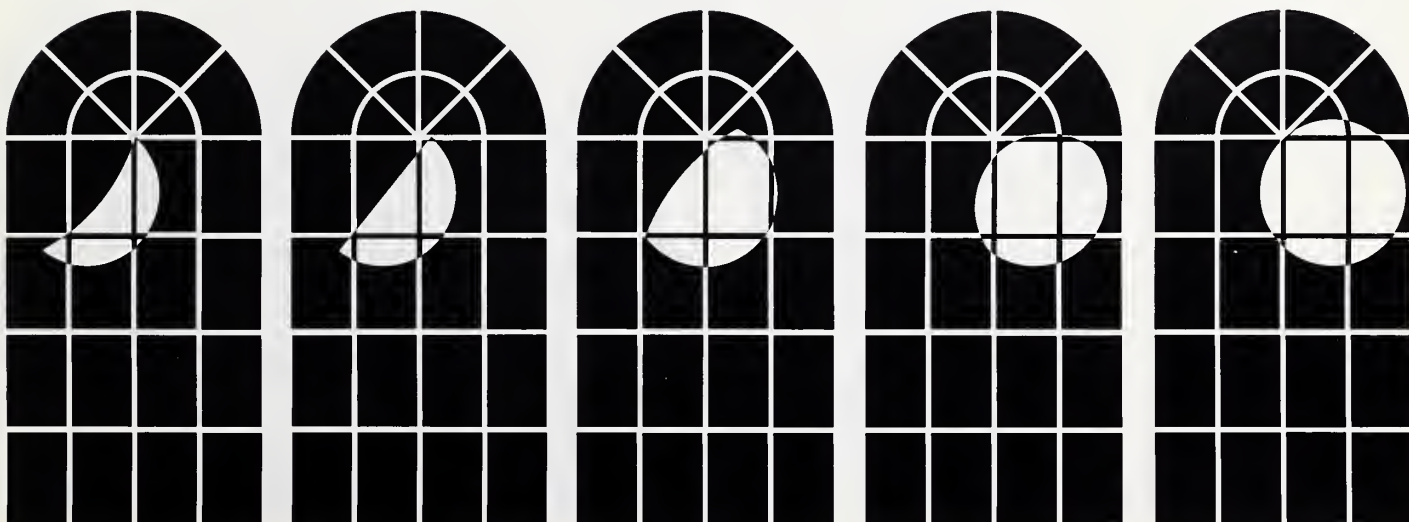
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Minnesota received extra funds from the state legislature last year for a special financial crisis effort: Project Support. But since 1982, 88 positions have been cut, mostly because federal funding has not kept pace with inflation and salaries.

To meet their first cut, North Dakota staff built their budget from the ground up, deciding on what programs and positions to retain. State and federal funding shares have reversed; in 1973, the state paid 29 percent; the current figure is 42 percent. Federal funding has declined from 40 to 29 percent.

Virginia Director Geasler refers to the "excellent support from the localities," and strong state support, citing only the federal decline in funds as a problem, one that could have a "negative impact on the rest of the contributors."

Grants and gifts add to funding in most states. In Arizona, grants and gifts are approaching the level of the county contribution. They are one way to "offset the reduction in funding," states Director Roy Rauschkolb. But, as most grants and gifts are earmarked, he emphasizes that they do not detract from the need for a core level of funds from federal, state, and county sources. From a base for the core program, "you get grants to let you do other things," he states.



The value of volunteer time plus grants exceeds what federal, state, and county sources supply, Rauschkolb points out. There's been a 30 to 50 percent return over time from research and Extension. "Instead of costing the government money, we generate money for it," he states.

Director Rachel Tompkins reports funding as the biggest change in West Virginia Extension. Decreases in all three funding sources have meant steady cuts in positions since 1980. Amounts for state pay increases not provided for in the federal or county share must come from operating funds, a fact true in many of the other states.

#### **Volunteers—A Vital Ingredient**

Minnesota Extension treats volunteers as another category of Extension workers. According to Director Borich, "The extent to which we continue to attract volunteers will influence success or failure of our strategy for the future." Clearly, all directors and administrators interviewed see volunteers as vital to Extension's future.

"We are building leaders and advocates for agriculture," says Wyoming Director Busby. "It may be more important to take a farmer, rancher, homemaker, and give them self-esteem and leadership skills than information on how to produce or run the house more efficiently," he states.

Extension Service Administrator Johnsrud points to the changes in types of volunteers because of two-income families, part-time farmers, and farmers working off-farm. "We need to change our mode of operation . . . have more flexibility in how we offer programs."

Most people who volunteer in Virginia do so for set periods of time rather than indefinite commitments, Director Geasler reports. "We need to involve more people for less time . . . accommodate to their time schedule," he adds.

ADVICE (Adult Volunteers to Improve the Community) expands Arizona Extension's ability to reach clientele. Director Rauschkolb reports that people interested in a given subject volunteer as well as those wanting to lead a club. They expect their time to be used effectively, he adds.

"I see exciting things in how we deliver programs through computers, mass media, and volunteers," says North Carolina Director Black about his state's 13,000 volunteers. "Our volunteers are sophisticated, more effective, and better trained by Extension staff."

Illinois' older citizens are a "growing pool of volunteers," states Director Oswald. Retired Extension staff are another source.

#### **Clientele—Who Uses Extension?**

"I define our clientele as people who have never participated in Extension programs at all, as well as those familiar with us," says Fred Harrison, Georgia 1890 Extension administrator. New Jersey Director Gerwig describes Extension clientele as including the positive farm operators. "Our land prices and taxes are so high that farmers must be the best in the business," he explains.

Minnesota Extension is expanding its clientele base greatly from 10 years ago. "The farm financial crisis is showing how agricultural problems relate to all the U.S. economy," states Director Borich. "We're going to do Project Support for small business. . . People are rediscovering the value of a land-grant university with a system of outreach."

Today's Extension clientele are "wider, more sophisticated, and more demanding," says ES Administrator Johnsrud. "If we have advisory committees, we need to be dynamic . . . they expect us to do things and get back to them," he concludes.





Leodrey Williams, administrator of Louisiana's Southern University and Agricultural and Mechanical College, speaks of how his staff spend time in face-to-face contact with clientele to assure that their needs are being met. This simultaneously assists the clientele in developing individually and as responsible and productive citizens. "We're working with small, part-time, limited-resource farmers and their families," he states. "We want to move these people into mainstream Extension, thus providing major opportunities for more involvement of these people and more effective use of our Extension resources." In many cases Southern Extension staff work with people who have never used Extension before. Or they are community leaders who have used Extension and will help legitimize the program to the intended clientele.

"We see everyone in the state as a client," reports Virginia Director Geasler. There are priorities: commercial agriculture; families, especially low-income with children; and community leadership. In Arizona 65 percent of the legislature is urban; 80 percent of the residents live in Phoenix and Tucson. Reaching urban clientele as well as traditional audiences becomes a challenge for Arizona Extension staff. Many of them work with volunteers to meet needs of urban residents.

Director Rauschkolb points out that the size-blind nature of research means that it can be applied no matter what the size of operator. Thus, anything developed for clientele who are commercial producers can be sized down to the individual and to the urban setting, a fact often missed by persons who argue that Extension only supports big farmers.

Many states now have state versions of NEAC, the National Extension Advisory Committee.

"I feel strongly that Extension belongs to the people," North Carolina Director Blacks says, "and it must be guided by an advisory leadership system that's county, state, and national." North Carolina's committee works closely with Extension County Advisory Councils, meeting yearly. The North Carolina committee signs off on Extension plans of work and reviews the Extension state budget request. The legislature views the committee as a legitimizing force. The 20 members roughly reflect program concerns in proportion to how funding is spent in the programs.

Black questions whether we could achieve urban support beyond the county level; he believes the consumer force has not rallied behind Extension as part of Extension's clientele. Yet meeting needs of urban clientele remains a continuing necessity.

#### The Future—Which Way Extension?

No one interviewed claims to have a crystal microcomputer to predict the road ahead. Yet certain themes keep emerging. Two of these seem to be up-to-date computerized communications and the understanding, adaptation, and application of biotechnology. "To stay relevant, we must keep up," says New Jersey Director Gerwig. "State-of-the-art communications technology is essential...get involved in biotechnology, shift more into doing this work," he advises.

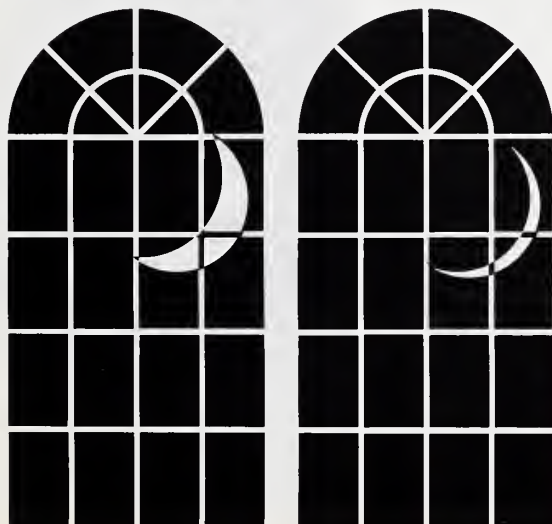
No one interviewed felt Extension's day was done. Yet each one thinks Extension must and will change. To Fred Harrison, Georgia 1890 Extension administrator, Extension's future is bright "once we get through this drought...It's just a matter of fine tuning our programs and being sure we are responsive to our clientele's needs."

Points out Director Borich, "We have a window of opportunity for Extension and the land-grant system. We can have an organization that will really be responsive." The days for satisfaction over programs repeated regularly without change are over. Yet, Borich states, "the changes are invigorating to a lot of our faculty."

A third theme receiving considerable emphasis is that of marketing Extension—making what we do and how we do it visible, particularly to those with influence on our budgets. "Base it on performance, though," cautions Wyoming Director Busby. "There are things we could turn over to other people to do."

As to declining budgets, ES Administrator Johnsrud recommends we see these as, "an opportunity in disguise, which has forced us to consider where we place our dollars."

"Our efforts in financial management have shown that we're needed," sums up Illinois Director Oswald, "the challenge for us is coping with change." ▲



# Traveling To Oklahoma—By Satellite!

## 8 Extension Review

Jacqueline M. Ullery  
Agricultural Information  
Officer  
Oklahoma State University,  
Stillwater



People across the nation are attending Extension meetings in Oklahoma—though many of these persons have never visited the state. Whether in Oregon, New York, or next door to the Oklahoma State University (OSU) TV studios, they simply go to the nearest TV monitor connected to a downlink satellite dish.

The most obvious advantage with this new communications tool—satellite videoconferencing—is the saving of large amounts of time and dollars for travel, both for those giving programs and for those attending. Many different groups can be reached at one time; resource people are freed to do a variety of programs; and, once initial costs are met, there is a potential for cutting expenses in a variety of ways.

Exactly what is satellite videoconferencing? Gene Allen, production manager for the Extension satellite videoconferences at OSU, describes it simply as a communications tool. "It's particularly useful when visuals make a program better," he says, "and when widespread groups of people want to participate in that program."

### Advantages

"It's cost effective. When using standard TV, you must appeal to extremely large audiences," Allen comments.

With its uplink facilities, OSU can bounce signals from satellites circling the earth. Allen says nearly 20 satellites patiently hover over North America alone, relaying television and radio programs, telephone calls, computer data, and even pocket-pager messages.

Downlink dishes perched in backyards throughout most of the continent can pick up OSU programs with a switch of a channel. Allen notes that five years ago no downlink dealers were in Oklahoma. Today, more than 40 dealers have stores in Oklahoma City and Tulsa alone.

### Oklahoma Programs

So far, OSU has completed 12 satellite videoconferences including programs on horticulture, veterinary medicine, and agricultural economics. Many others are in the planning stages.

The first one, called the "Master Gardener," was a training session for volunteers throughout the state who answer phones and assist county agents with home gardening education. Ray Campbell and Paul Mitchell, both OSU Extension horticulturists, appeared both live and taped. Pre-taped sessions took the audience to actual sites for fruit tree planting and pruning.

Some 20 downlink dishes were rented or borrowed and placed at county offices or fairgrounds.







Viewers called questions back to Campbell and Mitchell on-camera live at the OSU studios. The entire show is available now as taped teaching material.

Viewer comments about this new teaching method were extremely favorable.

#### Program For Vets

OSU Extension's second satellite videoconference was designed mainly for practicing veterinarians but also had a segment for cattle producers. This time, Tom Thedford, Extension veterinarian, coordinated portions done by himself and 12 other OSU veterinarians and horse specialists, most of whom had not had TV experience.

Thedford contacted vet schools all over the nation about viewing time and channel. He also offered

the option for veterinarians to receive continuing education credit for viewing the show.

#### Encouraging Responses

"We know of people in another 25 states who watched," Thedford says. "Oregon had 65 to 70 viewers at one site. Arkansas taped it to show in 13 locations later. Roughly 25 Oklahoma meeting sites received it."

Recently, Thedford has spearheaded two more "vet med" videoconferences.

The subject of the third OSU Extension videoconference was on international agricultural trade and was designed for nationwide discussion. The broadcasted sessions included such noted economists and specialists as Clayton Yeutter, then of the Chicago Mercantile Exchange and now U.S. trade representative; Andrew Schmitz, University of

California-Berkeley, D. Gale Johnson, University of Chicago; Ken Bader, American Soybean Association; and many others.

At the end of the broadcasted portion, Oklahoma commodity producers participated in a panel discussing local trade policy needs.

#### Impressive Outreach

Luther Tweeten, OSU agricultural economist, and Earl Brown, University of Maryland economist, worked together to coordinate plans for this conference. "I was especially impressed with the number of questions called in from many states," Tweeten says.

The big advantage he names with this distance-learning information delivery, which he believes was a first for his profession, is that "we could reach a lot of people at low cost—it just provided an opportunity we couldn't have otherwise."

As might be expected, county agents played a big role in serving clients via this space-age method. Agents provided leadership and valuable personal contact at viewing sites. Initial county agent feedback has been generally favorable.

#### Grant Provided

The W. K. Kellogg Foundation, recognizing OSU's leadership in satellite videoconferencing and wishing to encourage the development of this technology, has provided a grant to OSU of \$874,000, part of which will be used to establish a statewide network of downlinks, or sites at county Extension offices in Oklahoma where clients can participate in videoconferences.

"We'll find out that in some learning situations satellite videoconferencing will work well and in others it won't," says T. Roy Bogle, associate director of the Oklahoma Cooperative Extension Service. "We still need more exploration to peg the favorable situations. But with today's diminishing dollars we've got to deliver our message smarter, to more people." ▲

*Because satellite videoconferencing saves money on travel and expands program audiences, Oklahoma State University (OSU) employs it as a communications tool.*

*Opposite Top: Uplink satellite dish sits outside OSU studio facilities. Below: OSU Extension Horticulturists Paul Mitchell (left) and Ray Campbell appear on "The Master Gardener," the first OSU satellite videoconference. Left: Pre-taping session for a "vet med" satellite videoconference before viewing at 25 Oklahoma meeting sites.*



# Easier Banking For The Elderly

## 10 Extension Review

Beth E. Van Horn  
Extension Home Economist  
Blair County Extension  
Service  
Hollidaysburg, Pennsylvania  
and  
Barbara W. Davis  
Extension Specialist, Adult  
Development and Aging  
The Pennsylvania State  
University, University Park



Senior citizens receive aid from bank employee (left) so they can use the bank's Automatic Teller Machine (ATM). Over 118 employees from central Pennsylvania banks recently participated in a course, offered by Pennsylvania Extension, to increase sensitivity and better service to older customers who are often baffled and confused by computerized banking and ATM's.

Photograph courtesy of William Carnahan, Extension Service, USDA (retired)

An old institution in every community is the neighborhood bank. One bank vice-president observed, "We've been around for years, but the customers who started with us many years ago are now part of America's aging population. I don't think we're providing them the service we could."

Pennsylvania Extension recently offered a course to help bank employees increase their sensitivity to the needs of older customers and provide better service. Over 118 employees from central Pennsylvania banks participated.

Beth Van Horn, Blair County Extension home economist, drew upon her previous work experience in a bank to help design and implement the program. Barbara Davis, Extension specialist in adult development and aging and co-designer of the program, provided the link between the research in aging and the need of bank employees to understand the older customer.

"Older persons are becoming a more important group of consumers," says Van Horn. "Banks are getting greater numbers of customers over the age of 65. Almost 26 percent of the consumer population is over 50 years of age. They are better educated and in better health than older adults of previous eras. These factors affect their choices as consumers."

### Coping With Change

But older consumers must deal with rapid change in the banking industry. For example, more banks provide self-service. In the last several years, banks have installed Automatic Teller Machines (ATM's) in almost every community. The Extension program examines changes in banking practices made over the last several years.

Many bank employees take these practices for granted, but the older consumer is often baffled by

computerized banking and ATM's. One teller commented, "I never realized how threatening and confusing today's banking can be."

Davis led the bank employees through a crash course in the aging process, emphasizing how aging influences older people. "Changes in a person's eyesight or hearing can make ordinary living difficult," says Davis, "but when such a person encounters a computerized bank statement, it can be confusing and impossible to understand."

### Positive Feedback

Evaluations from participants indicated the course helped them become much more sensitive to the needs of the older customer and identify trouble spots in daily banking routines that could be adjusted to make banking more accessible to the aging population.

One teller, who works in a small rural bank, says, "I never realized how rushed I am and how I rush older people. This course made me aware of my problems and what I need to do to help make the older consumer feel more at home."

"If nothing else, this course will make me more patient when dealing with an older person," says a loan officer. "One elderly man I worked with today comes to mind. He just didn't seem to get what I was saying. The more he questioned me, the more impatient I became. Now, I realize he probably had difficulty hearing me over the background noise in our lobby."

According to Van Horn and Davis, banks are eager to improve their service to this growing segment of the population. By using the expertise of the Extension staff, banks in one area of Pennsylvania are beginning to do just that. The program is one more example of how Extension and private industry work together to improve peoples' lives. ▲

# High-Tech Career In Your Future?

Extension Review 11



High technology, fast and frequent communication, increased mobility, a global economy, and increased competition for jobs characterize today's rapidly changing society. With so many high-tech career options available, how does a young person chart his or her future career path? Programs such as "Your Future—A Better Idea," sponsored by the Michigan 4-H Youth Program and Ford Motor Company, help Michigan 4-H members to explore high technology careers of the future.

"4-H is very committed to helping Michigan young people understand what it's going to take to enter the job market in the coming years and helping them prepare to enter that job market," says Leah Hoopfer, 4-H youth program leader. "The purpose of the 'Your

Future—A Better Idea' workshop was for participants to explore firsthand high-tech careers in action."

**Career Emphasis: Communication** High growth career areas were highlighted for the 55 participants, with repeated emphasis on computer and robotic systems development, communications and video technology, and the critical need for people with strong, basic communication and human relations skills.

"Robotization in the assembly plant is here to stay," says Ray Anderson, business planning associate in Ford's corporate strategy department. "Young people should focus on computer and

robotic applications, not just computer programming," Anderson says. "Industry needs people who can further the development of robotic interaction on the assembly line. And there will be a high demand for those skilled people."

**Technology And Understanding** "Technology is developing so rapidly that if we don't have a fundamental understanding of technology—if we can't manage that technology—we're not going to be able to survive," says Michigan State University President John DiBiaggio. "A person can't work on the assembly line today without understanding the basics of technology—being able to read and to use computer terminals, for instance."

Participants saw a variety of computer technology applications, from programming to robotics. The youth interacted one-on-one with adults employed in high-tech career areas, and explored "people skills training" in Ford's Human Resource Development Training Program. Many 4-H'ers especially enjoyed drawing cars on computers in the computer graphics training center. They visited an assembly plant and an automobile dealership and spent a morning with Ford staff members in the career areas of their choice. Throughout the three-day workshop, a two-person camera team was busy capturing the event on videotape.

During the grand finale luncheon, 4-H members were surprised with a music video of themselves in action.

"This linkage between Ford Motor Company and 4-H allows students to explore several career possibilities and look at themselves and decide where they might fit," DiBiaggio says. "This workshop should inspire them to prepare for college and to go to a university and do well while they're there." ▲

**Karen Pace**  
4-H Youth Program  
Information Coordinator  
Michigan State University,  
East Lansing

A 4-H'er (seated) and a designer at Ford Motor Company, Michigan, employ computer graphics to create shapes of the future. Fifty-five 4-H'ers participated in a program called "Your Future—A Better Idea," sponsored by the Michigan 4-H Youth Program and Ford Motor Company.

Reprinted from The Communicator, a monthly publication of the Michigan State Cooperative Extension Service by ANR Information Services.



# For Gardening Information: Dial U!

## 12 Extension Review

Mary Kay O'Hearn  
Extension Communication  
Specialist  
Communications Resources  
University of Minnesota,  
St. Paul



Opposite Top: Dial U  
Coordinator Mark Ascerno and  
Extension Plant Pathology  
Supervisor Jill Pokorny  
microscopically examine an  
infested maple leaf. Dial U is  
the Minnesota Extension name  
for their phone-in service on  
home, yard, and garden care.  
Below: Lab technicians in  
phone cubicles answer calls in  
the Dial U Clinic at Alderman  
Hall, University of Minnesota  
Far Right: Ad for Dial U that  
appears in the Yellow Pages of  
the Saint Paul, Minnesota,  
telephone directory. Above:  
Mary Flatten, Dial U Clinic  
laboratory technician, answers a  
consumer question dealing with  
insect pests of evergreens.

Photographs courtesy of Don  
Breneman, Communication  
Resources, University of  
Minnesota

"Dial Who? Dial U!"

That's the slogan University of Minnesota Extension wants engraved in public memory for access to up-to-date information on insects and plants.

The slogan for this phone-in service has appeared on city bus waiting enclosures in both Twin Cities, Minneapolis and Saint Paul, as well as in ads in local magazines and newspapers.

When budget crunches faced Minnesota Extension, rather than shutting down phone-in clinics dispensing free information on home, yard, and garden care, Dial U evolved. The telephone teaching would continue, but at a fee of \$2 per call automatically billed by the telephone company.

Extension recognized it would take time for the public to become accustomed to this change after years of free information.

"The first year—it was 1983 when the new service clicked in—phone calls dropped 90 percent," says Mark Ascerno, Extension entomologist at the University of Minnesota and Dial U coordinator. "We had 12,838 calls that year. But it has been increasing annually: 18,325 in 1984 and 21,580 in 1985."

The telephone answering technicians are graduate students and undergraduates. With staff supervision, they answer the five Dial U incoming phone lines. The average call lasts 4 minutes. Free publications are mailed when appropriate.

### Popular Queries

Phone lines are open weekdays during university hours. The Dial U clinic (a series of telephone cubicles) is actually Room 145, in Alderman Hall, the horticulture and landscape architecture building on the university's Saint Paul campus.

Frequent queries concern wasps, carpenter ants, boxelder bugs, oak wilt, Dutch elm disease, lawn care, weed control, and fertilizer.

The public recognizes they are receiving impartial information. "They know we aren't selling a service or pushing a product," Ascerno says. "That's another reason for having Dial U's listing and ad sandwiched between the pest control operation ads in the Yellow Pages in both cities' phonebooks."

Of the \$2 charge for Dial U, the university keeps \$1.63 and the phone company, 37 cents. Dial U may return a call with additional information or make a referral to another agency if the question can't be answered. "Other agencies refer callers to us, too," Ascerno says. "We don't intend to make a profit, but would like to recover costs. There is no charge if Dial U cannot answer the caller's question."

Dial U reports to Communication Resources, the education development unit. Richard Holloway, head of CR, and Ascerno work closely together on issues ranging from budget and personnel negotiations to talks with the phone company.

The answering technicians fill out a computer data entry card on every phone call to Dial U. Dial U access includes most of the seven-county metropolitan area and is available to more than half the state's 4.1 million population.

### Database For Newsletter

The computer file has spillover advantages to Extension: Extension agents around the state can be alerted to insect outbreaks and ways to deal with them. Dial U is the current information database for Minnesota Extension's *Plant Pest Newsletter*—a delivery system to county Extension offices.

Dial U is excellent training for students in horticulture, entomology, and plant pathology. Entomology students who have worked in the phone call clinic almost uniformly claim they've learned more entomology there in one summer than in years of course work.

Ascerno sees Dial U as getting information to the public at the "teachable moment." In 1973, a combined University of Minnesota-University of Wisconsin study investigated the needs of home gardeners, and how they obtained gardening information. The data collected during this computerized study was the basis for the current operation of Dial U.

### User Profile

A market study surveyed the prime users of Dial U and profiles them in the \$30,000 to \$45,000 income bracket. "We can't afford to advertise in Time and Newsweek and newspaper advertising is expensive," says Ascerno. "The budget is big from the University's viewpoint, but small from any other." The current (1985-86) Dial U budget is \$193,000 with projected income \$28,000 of that amount.



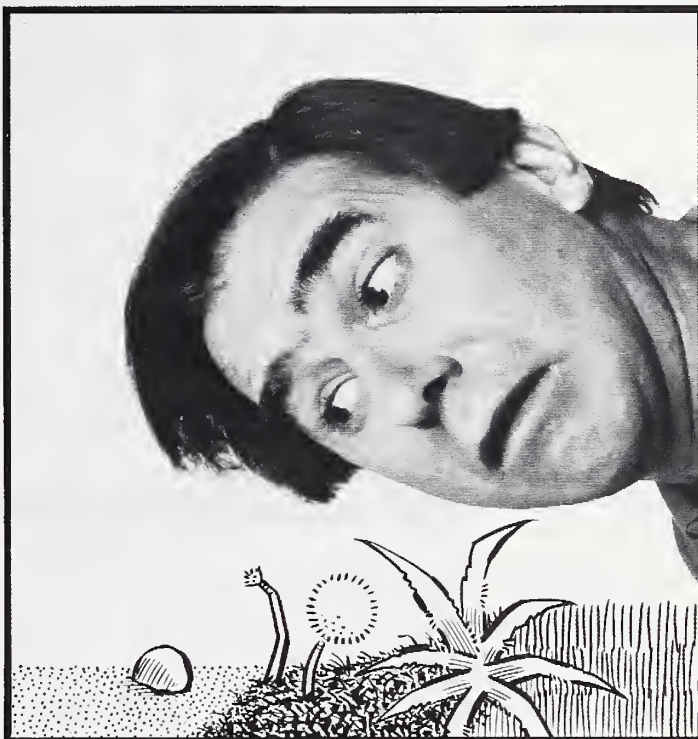
### Cost Effective

Patrick J. Borich, Extension dean and director, believes Dial U frees county specialists to do more than answer telephones. "We believe Dial U is one method of meeting the demand for horticultural information without significantly requiring our metro agents and specialists to make major alterations in the way they spend their time," he says. "Dial U is a useful and cost-effective method to meet the demand and permits us to do other Extension programming as well."

Ascerno believes Minnesota is the only state currently operating a user-fee Dial U-type of operation. "We've had inquiries from universities in Michigan, Wisconsin, and California," he says. ▲



## Dial Who? Dial U



Ever notice how for all your loving, raking, mowing, spraying, edging, watering, fertilizing, fussing and fuming... your lawn can still look an awful lot like Aunt Augie's pasture? And your neighbor's doesn't? We can tell you how to do it right. So this year, don't play around. Call us. Your neighbor already did.



Insect and  
Plant Information

1-976-0200

Dial U callers receive expert, personalized answers to plant and insect questions and are billed only \$2 per call. There is no charge if we can't answer your question.

A program of the  
Minnesota Extension Service,  
University of Minnesota

The University of  
Minnesota is an equal  
opportunity educator  
and employer.

Summer Hours:  
Monday-Friday 9-5 p.m.

# Bi-Mart— New Outlet For Extension Videos

## 14 Extension Review

Bruce L. Johnson  
Extension Electronic Media  
Specialist  
Oregon State University,  
Corvallis

*Bi-Mart, a variety discount chain store in Oregon, recently marketed videocassettes by Oregon Extension on food preservation. This marketing experiment, by an Extension electronic media specialist at Oregon State University, motivated many viewers into trying food preservation. Extension is investigating ways to make video programs more responsive to client's needs.*



"The ubiquitous video cassette recorder (VCR) has become the heart and soul of home entertainment, turning America's family room into media central. . . No time to read? Buy a book on tape and watch it while you pay your bills or sew the buttons back on your kid's shirt."

—Social Forecaster John Naisbitt

If Naisbitt's observation is correct, what are we in Extension doing to ensure that people see our videotaped education messages? Sure, it's hard to compete with Robert Redford and Jane Fonda, but as we've learned from studying marketing in recent years, the task is not to reach everyone who has a VCR but to put appropriate video messages onto the VCR's of our defined audiences.

That's one motive for an experiment Electronic Media Specialist Bruce Johnson has conducted for over a year—marketing Oregon Extension videotapes through Bi-Mart, a variety discount chain store. Bi-Mart is a no-frills merchandiser that attracts low-income shoppers.

Going to Bi-Mart rather than a video speciality store had some advantages: (1) Video stores primarily are in the movie rental business and are still reluctant to offer educational programs, partly because of limited shelf space and partly because educational videos don't rent nearly as well as movies. (2) An Extension videotape in a video speciality store must compete for attention with the flashy packaging of the movie rentals, something Johnson didn't want to factor in for this test. (3) A store like Bi-Mart, on the other hand, has more shelf space and might be more interested in carrying a videotape that demonstrates products it sells.

### Food Preservation Videos

Johnson approached Bi-Mart first about offering Extension's food preservation video series because he knew the store sold food preservation supplies. Bi-Mart managers and Johnson agreed to a limited test.

Extension staff provided two copies each of three food preservation programs for six Eugene area stores. In addition, Extension provided posters, shelf signs, and a list of relevant Extension publications. In exchange, Bi-Mart provided shelf space, employee time, and some newspaper advertising.

Posters placed in the video rental and food preservation areas of the stores advertised that Extension tapes were available on a 2-day non-charge basis.

To borrow the tapes, users showed a driver's license and wrote their names and addresses on a special list. They received a list of relevant Extension food preservation publications along with the tape.

### Response Evaluated

The tapes remained in the stores for 4 months. Johnson then conducted a follow-up survey. Of 76 questionnaires mailed to users, 54 were returned. Responses indicated that users tended to be younger than the traditional Extension audience. Many were new to food preservation; seeing the videotapes encouraged them to try preserving. Most bought food preservation supplies at Bi-Mart as a result of watching the videotape.

All rated the tapes helpful and thought it a good idea to loan videotapes through Bi-Mart. The list of publications motivated users to obtain them from the local county office.



Johnson was only moderately pleased by the number of people that borrowed the tapes. Bi-Mart's newspaper advertising was minimal—only one ad at the beginning of the season mentioned the videotapes. Extension publicity attempts were limited to one news release. The in-store posters appeared the most effective means of advertising.

#### Subsequent Tests

In a second test with Bi-Mart, in late September 1985, Extension offered videotapes on home weatherization in all 33 stores. They were limited to the same advertising.

Results from this test were disappointing. The number of users was low. Bi-Mart employees explained that energy products were not the hot item they had been during the days of higher oil prices. Also, tapes probably should have been available in the stores sooner to take advantage of customer's early interest in weatherizing just after Labor Day.

Currently, three programs on lawn and garden topics are in Bi-Mart stores. Early spot surveys indicate they are doing better than the other two program series. Johnson hopes to learn why through another user survey in a few months.

#### Future Efforts

Johnson continues efforts to reach clients with video programs and accompanying publications. He recently started working with public libraries around the state and with county offices.

Johnson believes Extension's educational videos have to be more interactive in the future. Naisbitt predicts, "Interactive video will bring the classroom to our living rooms, permitting us to upgrade our skills without interrupting our work life." The users survey shows that people view each program more than once, an indication they need to actively review, rather than just passively view.

When appropriate in future video programs, Johnson will include Level I Interactivity—planned pause and review points. This is one way Extension can make video programs more helpful and responsive to clients' needs. ▲





# Staying Alive: Farm Aid For Nevada Ranchers

## 16 Extension Review

Alice M. Good  
Communications  
Coordinator  
and

Dave H. Mathis (Retired)  
Extension News Editor  
University of Nevada, Reno



"Staying Alive" Project Leader  
Dave Lambert (left) advises Hal  
Curti, Washoe County Farm  
Bureau Vice president, at  
Curti's dairy farm south of  
Reno, Nevada. Nevada  
Cooperative Extension's  
"Staying Alive in '85"  
workshops were designed to  
help the state's farmers and  
ranchers acquire more  
knowledge in management  
techniques, lending practices,  
and marketing and packaging.  
The 1986 sessions of the  
workshops will be more  
problem oriented and  
personalized.

The spirit of Willie Nelson and company's Farm Aid concert is captured in Nevada Cooperative Extension's "Staying Alive in '85" workshops, designed to lend not money but a helping hand to the state's beleaguered food producers.

Rather than a Band-Aid approach, the program aims at possible major adjustments in the way ranchers think and operate.

"Ranchers may control assets of well over a million dollars; we want to get them thinking like business people," says Coordinator and Extension Economist Dave Lambert. "Successful business people keep good records. We want to help ranchers put their operations, whether cattle or alfalfa, on a businesslike footing."

It is particularly critical at this juncture in agricultural history, according to Lambert, when American producers are facing real competition from abroad. Unless this country's farmers and ranchers have organized their operations on sound business principles, they can't compete with cost-effective producers in other countries.

### Developing Economic Analysts

The first round of workshops was developed to help Nevada's agriculturists become their own economic analysts.

"This first phase," says Lambert, "provided an overview of the tools that might be applied in their operations." Topics covered in the sessions held around the state in October and November of 1985 included: management techniques, recordkeeping and other financial tools, lending practices, marketing and packaging, and coping with stress.

"We've had good reaction from ranchers," says Douglas County Agent in Charge Wally Peterson, who reports nearly 50 attended the sessions held in Topaz.

"I particularly enjoyed the session on recordkeeping," says Douglas County rancher Dal Byington. "Out of about 45 ranchers present, only four were using computers. But the main thing is that ranchers need to stop thinking about cows and do more thinking about the business end of ranching, and how to utilize their assets."

### Finding New Markets

Byington, president of the Nevada Cattlemen's Association and a member of the Ag College's Citizens Advisory Committee, was particularly interested in the possibility of exporting alfalfa to Japan.

According to speaker Ken Ohara of the Honda International Trading Company, there is a possibility that Nevada producers may improve their income picture by marketing hay and cattle to Japan.

"We want to help producers keep abreast of new developments in agriculture," says Lambert, "that will help them find new markets and new ways to promote their products. This can help keep them afloat until more profitable times."

Another goal of the "farm aid" workshops is to make farmers and ranchers more aware of what Cooperative Extension can do to help them on a daily basis.

### Increasing Profitability

"Agriculture profitability according to reports," says Peterson, "is the number one priority of Extension here in the state and on a national basis. The 'Staying Alive' workshops are helping us help our clientele better."

Profitability—the bottom line—is the major problem facing producers. From comments heard at Tonopah and other workshops, ranchers don't want to get out of agriculture; they want to weather the current storm until times get better.

"Up to 20 percent of commercial producers in the United States are in serious difficulty," says Gordon Myer, agricultural economics department head, "with the worst hit being some of the 679,000 family farms with incomes ranging from \$50,000 to \$500,000. Almost a third of these family farms are suffering."

While it appears many of Nevada's farmers and ranchers are stable for the present, Myer suspects the percentage in trouble is close to the national average.

### Factors Impacting Agriculture

Low farm income, high costs of doing business, declining land values, and rising interest rates, Myer explains, are major factors impacting agriculture.

Farm incomes are below those of the '70s and operating costs are as high as they have ever been. Agricultural land values have declined 21 percent since 1981 and as high as 50 percent in some areas. Interest rates on agricultural loans have increased about 200 percent since 1975.

One rancher comments, "I sold a half million dollars' worth of cattle and never saw a penny of it—it all went to pay interest."

Myer believes, however, the tide will turn—it always has in the past.

### Obtaining A Loan

Assisting the Ag College in presenting "Staying Alive" workshops is USDA's Farmers Home Administration staff. District Director Mike Holm reports that loan money is available but ranchers and farmers today have to convince the lender to invest in them. He advises producers to borrow only when absolutely necessary and then only when the loan will accrue benefits.

"Your biggest asset in obtaining a loan is a good set of records," Holm tells ranchers. "While the debt-to-asset ratio is the standard criterion for obtaining loans, cash flow and ability to service the debt are now equally if not more important."

### Coping With Stress

"Stress on the farm" is another subject discussed during the sessions. According to Alice Crites, southern area home economics specialist, stress can increase the farmer's burden and fracture the family at a time when unity is most important.

While stress gears a person up to meet a challenge, prolonged stress can affect health, relationships with other people, and work. To combat stress, Crites advises seeking help by talking it out with others and escaping for awhile from the stressful situation.

### Future Workshops

The next round of "Staying Alive," beginning in '86, will be more personalized.

"Sessions will be more hands-on and problem oriented," says Lambert. "Participants might work with computers and other methods to solve specific problems that come up in the workshops." Cooperative Extension's efforts will be diverse, allowing the right tools to address individual problems.

Personal assistance may be provided, using the University of Minnesota's FINPACK analysis program.

The overall goal of the program is not just to help ranchers hang on until prices improve, but rather to help them come out of their current difficult situation as better, more efficient business people. Willie and friends would be proud. ▲

*Excerpted from AgForum, the quarterly newsletter of the College of Agriculture, University of Nevada-Reno*



# Gardening Tabloids Go To Market

## 18 Extension Review

Randy C. Heatley  
Extension Horticultural  
Agent  
Jackson County, Michigan  
and  
Curt Peterson  
Extension Horticultural  
Specialist  
Department of Horticulture  
Michigan State University,  
East Lansing



Michigan State University is taking an innovative marketing approach to publishing home horticultural bulletins.

Extension Bulletin E-1936, "Selecting Ornamental Plants," has been distributed in tabloid newspaper form to garden centers, nurseries, and other outlets. In a matter of weeks, nearly 150,000 copies of the publication have been printed and distributed.

"By using the retail centers, we get information out to the reader and promote Extension, as well as maintain a level of professionalism for the industry," says Curt Peterson, Extension horticultural specialist at Michigan State University. Peterson and Randy Heatley, Jackson County Extension horticultural agent, co-authored the bulletin, which adapted portions of information from Mississippi Cooperative Extension Publication 666. A revision is already being planned.

Peterson grew up in the nursery business. His parents own a retail garden center in Lakeland, Florida. "I had a first-hand business knowledge of how garden

centers operate," he says. "The retailers like inexpensive handouts they can give to people to answer questions. The handouts help them to be more efficient and improve sales. It struck me that a tabloid would be an inexpensive way to distribute this information. I needed to get a county agent's perspective on the kinds of problems people were having."

### Agent Input

To inject local expertise into the publication, Peterson approached Heatley, Extension horticultural agent. "Heatley knew the kind of problems people were having after fielding questions at the county level," Peterson says. "We decided to write a bulletin together that had simple language and was directed toward the public, not researchers."

Marketing strategies for the bulletin were planned well in advance. Large garden centers, such as Frank's Nurseries, were targeted for distribution and shown a preliminary rough. They agreed to a price and a delivery date.

A January state trade show was chosen as the perfect place to unveil the finished product to 500 garden center members. The bulletin and an order blank were mailed to all 4,000 state retailers with a note suggesting how they might use the bulletin to promote their businesses.





*A customer in a garden center in Okemos, Michigan, examines a new Michigan State University tabloid, "Selecting Ornamental Plants." Michigan State University is now marketing home horticultural bulletins in tabloid newspaper form at garden centers, nurseries, and other outlets.*

The bulletin was produced inexpensively as a 20-page newspaper tabloid. "The newspaper format," Peterson points out, "makes it easy to publish an annual revision by changing the features story and updating the copy."

#### Radio And TV PSAs

Thirty-second radio and TV PSAs are now being sent to all Michigan stations to promote the new bulletin. The PSAs employ professional actors and humor to carry their message. Customers are directed to the retail centers, and not the county offices to obtain the publication.

Tabloid bulletins (number's two and three) are now at the printer. They are: "Planting Ornamentals" and "Growing Perennials." Other titles being

planned are: "Diagnosing Problems of Ornamental Landscape Plants;" "Roses For The Home;" "Fertilizing Garden Plants;" "Growing Herbs;" and "Growing Annuals And Bulbs."

"More people go to a garden center than to county offices," Peterson points out. "By using the retail centers to distribute these publications we ease the burden on the county offices." ▲

# An American Tragedy: Family Stress And Child Abuse

## 20 Extension Review

William H. Reid  
Extension Family Life  
Specialist  
Auburn University, Alabama

Change is not new to Extension. Extension is not only the product of change, Extension is a change agent. Recently Alabama Extension cooperated in offering a program that focused on both aspects of change: Extension adapting to a new situation and Extension acting as a change agent.

In 1981, the Alabama Department of Pensions and Security (DPS) received a federal grant to initiate a program to combat child abuse. Financial difficulties within the department necessitated a hiring freeze. DPS found itself in the position of having money to initiate a program but unable to hire personnel to implement it. They solved the problem by contracting with the Alabama Cooperative Extension Service to carry out the program.

### Adjusting To Clients

Dorothy Tate, state leader in home economics, worked with DPS to draw up an agreement. "Our program involved having county agents teach parent education classes and train paraprofessionals to work under their supervision," says Tate. "Some county agents had experience in this. Others did not.

"The biggest change for agents was working with parents referred by DPS who were identified as abusive and neglectful," she adds. Although DPS agreed not to refer hardcore cases that involved sexual or substance abuse, many parents who were referred to Extension fit into this category.

Some county agents took on the new assignment with apprehension. Others were eager to participate in a new program. Peggy Harris, county agent in Cullman County, was enthusiastic. "This was a new venture for me, but I was ready for something different", she says.

Some county agents found the new assignment frustrating. Myra Barton of Mobile County says, "I was used to dealing with people who came to my programs because they wanted to learn. It was

frustrating to try to teach people who resisted all attempts to help them. Most didn't want to be in the program and made their feelings clear."

Working in the program required county agents to change both their attitudes about child abusers and their methods of teaching and reaching clientele. The grant also required changes in attitudes toward working with other state agencies. DPS might say they were too busy to make referrals or they might ask the county agent or paraprofessional to testify in court.

### Measuring Change

As county agents were themselves adjusting to change, they were also trying to induce change among their clientele. Many instruments were devised to measure change. Most, however, proved unusable. Clients had difficulty understanding the questionnaires. For example, a 10-item questionnaire was used to detect changes in levels of self-esteem. This instrument had been successfully used in a project with 12- to 14-year-old 4-H'ers, but it proved too complex for the current clientele.

Two methods successfully used, however, indicated clients had changed. The first method relied on perceptions of home life noted by paraprofessionals during weekly home visits. The paraprofessionals and social workers completed a checklist on their first visit to each home.

Checklist items measured physical needs of the child, family interactions, home environment, and attitudes of family members. Areas noted as weaknesses were the focus of subsequent weekly visits. An analysis of the data showed that clientele changed or improved in all of the areas studied.

The second method used to measure change was more exact—monitoring the number of repeated incidences of child abuse and neglect reported to DPS. As the program helped parents learn better discipline methods, handle stress more effectively, and have more realistic expectations toward their children, repeated incidences of child abuse diminished.

Classes and one-to-one instruction were used to teach parents skills in money management, food preparation, and basic homemaking. These also resulted in positive changes. Parents learned to provide the necessities for their children and were rarely reported again for child neglect.

### National Recognition

Alabama's program efforts have received national recognition. Several states adopted the program and are using it to combat child abuse and neglect.

Alabama's experiences with the program illustrate that Extension must be ready to change and adapt to new situations as it attempts to change the behaviors and attitudes of others. ▲





# Multicounty Programming— A Viable Alternative

One veteran livestock agent describes the recent North Carolina meeting for beef producers as one of the best he has ever attended. Producers who participated praise the quality of the field day.

The beef cattle production meeting—conceived with less than enthusiastic support and under conditions far from ideal—proved successful by every measure. What makes this particularly significant? For most Extension agents involved, the meeting was their first experience with multicounty programming (MCP).

## Change Agents Change

In its conception and planning, the program turned the tables on the Extension change agents and made them the subject of change—an uncomfortable position for some agents who traditionally plan and control their own single-county programs.

Conditions clearly indicated that single-county beef production meetings were not feasible. Beef cattle prices were depressed, herds were smaller, and there were fewer producers in the row-crop-oriented Southeast Extension District of North Carolina, where beef is a secondary enterprise on nearly all farms that have cattle.

In a time of decreasing resources, expanding areas of need, and a decreasing number of clientele requesting assistance in certain areas, multicounty programming is becoming a viable alternative to the single-county approach.

## North Carolina's Success

The success of North Carolina's field day, attended by five times the usual number of farmers, was a result of the willingness of agents to change and even make personal sacrifices in the interest of a quality educational program. They had to cross county lines themselves, encourage their producers to attend a meeting in another county, and, in the process, risk losing their own and their county's identity with the program.

With the potential for greater producer participation, MCP drew stronger support from state Extension specialists and private cooperators. These resources and the input county agents made after surveying producers for topics of interest and concern, assured a program that was responsive to needs and provided an experience for producers that sparked positive changes in beef cattle production in the area.

## MCP—Not A Substitute

Although North Carolina's first experience with MCP was highly successful, this approach should not be used as a substitute for a strong single-county program where sufficient clientele exists to design effective educational opportunities and to do it efficiently. Seldom, if ever, should MCP be used where a single-county program is already successful or where there is sufficient need and resources to justify the single-county approach.

But MCP can strengthen the overall Extension educational program by providing additional opportunities for Extension clientele.

In addition, MCP can provide greater emphasis to nontraditional commodities and subjects; give agents an opportunity to share expertise, ideas, and concerns; and address regional problems on a regional basis.

## Choosing MCP

In deciding whether or not MCP is appropriate for a particular situation, agents should address the following questions:

- Is the need and its solution compatible with the mission and scope of Extension?
- Does the objective of the MCP meet the needs of the clientele?
- Are sufficient resource persons available to address the need?
- Is sufficient time available to plan a MCP effort?
- Would the MCP effort enhance the overall county program?
- Would Extension's clientele be better off by having participated in the MCP effort?
- Is area support sufficient to ensure success of the MCP effort?
- If most of the answers to the above questions are "Yes," consider these additional points:

Multicounty programming is a two-way street. Each participating county provides resources and, in turn, benefits from the resources of the other counties.


Members of the Advisory Leadership System should be aware of the MCP effort and the potential increase in educational opportunities. District Program Leaders should be informed and, where appropriate, involved in the MCP process.

Multicounty programming requires more communication and coordination than county programming and more effort to attract audiences.

All counties, not just the host county, should be visible during the implementation stage.

## A Successful Alternative

As North Carolina's meeting demonstrates, MCP can prove a successful alternative to the single-county approach.

Extension professionals who recognize the need for change and accept the responsibilities involved in effecting change can use MCP to enhance the overall educational program of the Extension system. 

*Everette M. Prosis  
Extension District Program  
Leader,  
Southeast District  
North Carolina State  
University, Raleigh*

# Think Regionally!

## 22 Extension Review

Jane Schuchardt  
Extension Coordinator  
and  
Ronald Powers  
Administrative Adviser  
North Central Region  
Educational Materials Project  
Iowa State University, Ames

Save money!

Eliminate duplication!

Improve quality!

These phrases are indelibly etched in the minds of all Extension professionals. With mandatory change facing all of us, one small but positive avenue for weathering this period of shrinking budgets promises hope: the regional sharing of educational materials.

Regional sharing is not a new idea. Everyone is familiar with several states cooperating to develop, produce, and distribute Extension publications and audio visual materials. However, in this era of belt-tightening and grassroots accountability, many believe regional sharing is an idea whose time has come.

As one state specialist and author of a North Central Region (NCR) publication wrote recently, "It is no longer a convenient thing for us to cooperate on a regional level; it is a necessity."

### NCREMP Project

Since 1976, a project to facilitate regional sharing has been in place in the North Central Region. If the North Central Regional Educational Materials Project (NCREMP) had a motto, it would be "think regionally!"

NCREMP's primary function is to encourage and facilitate development of regional educational materials on high-priority topics. To date, nearly 250 Extension educational materials have been assigned NCR numbers.

Once a state specialist, group of specialists or regional committee has a manuscript, story board, script or study packet and wishes to submit it for regional approval, the NCREMP does the rest.

### Procedures

Two approval procedures are available—preliminary and final. First, an author is encouraged to ask for preliminary approval. In this procedure the proposed educational material is submitted to each of the 12 North Central states. Specialists are asked to review the resource and make constructive comments. The authors can revise and submit it for final approval if seven or more states indicate interest.

During the final approval stage, states are asked if they approve the resource as a regional and how many copies they wish to order. If seven states approve, it can become a North Central regional resource. On average, each of the approval procedures takes less than a month. Once an educational material has been approved as an NCR, the publishing state agrees to make it available within at least six months, sell copies to participating states at cost plus no more than 25 percent, and take out all specific state references. All participating states are listed on the resource as co-sponsors.

Throughout the regional sharing process, the NCREMP serves as the liaison between publishing and participating states. It does not maintain a central inventory of materials and is not involved in production. All orders are placed directly with the publishing state.

### Savings Through Sharing

- *Regional sharing saves money.* Pooled orders from the entire region increase the quantity and lower the unit price. For example, one state in the region recently printed 23,000 copies of an NCR publication. The publishing state's part of the order was 3,000. Due to the increased number printed, the unit cost was 25 cents. The publishing state saved about \$1,000.

Other benefits of regional sharing are:

- *Elimination of duplication.* Many topics are applicable regionally. A regional publication carries the names of the participating Extension Services, so the state identity isn't lost.
- *Improvement in quality.* The peer review process takes advantage of the broader range of expertise available in the region.

### Other Services

The "think regionally!" motto directs other project services, too. The NCREMP maintains a bibliographic database of Extension educational materials produced and available from state Extension Services in the North Central Region. Currently the computerized data base has 8,000-plus entries. About 100 new entries are added monthly as reports come from states.

Specialists are encouraged to make use of the database in two ways. First, the database can be rapidly searched on a specified topic.

Before writing one sentence, an author who "thinks regionally" will first request a search to find out what's already available.

Most recent additions to the database are listed in a newsletter available to all Extension staff in the region. A second way to use the database is to monitor these updates.

### Charges

Professionals affiliated with the land-grant universities in the North Central Region are not charged for a database search or newsletter subscription. All other persons are charged \$4 per search and \$5 for a yearly subscription to the newsletter.

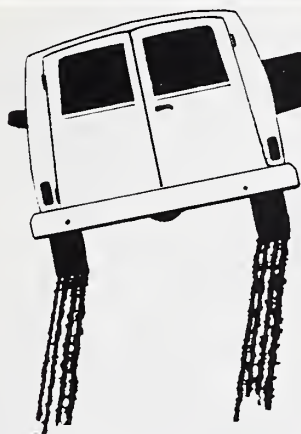
With budget cuts knocking on Extension's door, surely increased regional production and sharing of educational materials is the wave of the future. If Extension professionals continue to realize the benefits, and if a process is in place that easily allows it, the concept of regional sharing is here to stay. ▲



# Computer Education Goes On The Road

Extension Review 23

Joy Banyas  
Extension Communication  
Specialist  
Iowa State University, Ames



Iowa State University's (ISU's) Mobile Microcomputer Laboratory is proof that successful ideas from the past can be adapted to meet the needs of the present.

Their "computer van" is similar in concept to the "corn gospel" seed corn train of the early 1900s—one of the first attempts to extend education from the campus to the people where they lived. This early effort preceded the formal establishment of the Cooperative Extension Service by nearly a decade.

Like the corn train and other educational trains from Iowa State that traveled the state's railways between 1904 and 1914, the computer van makes education easily accessible to people. Eighty years ago it was education about seed corn selection; now it's how to use personal computers in managing the farm business.

## Computer Instruction Provided

The computer van is a customized 28-foot recreational vehicle jointly sponsored by ISU's College of Agriculture and University Extension Service. It took to the road in January 1985, logging 19,980 miles in its first 16 months and delivering computer instruction classes to farmers, agribusinesspersons, students, and others in every part of the state.

County and area offices of the ISU Cooperative Extension Service make arrangements for local classes and appearances.

The corn trains were equipped with the latest in seed corn technology: sawdust-filled wooden boxes where seed corn sprouted, speaker platforms, and roll-down, hand-drawn charts.

The mobile lab also has up-to-date technology: \$42,000 in microcomputer equipment ("micros" from Texas Instruments; Apple—II, IIc, and Macintosh; IBM PC; Zenith; and Hewlett-Packard, plus printers and several kinds of software for each). The air-conditioned van has custom-built work stations, speakers, and a security system.

ISU staff member Lyle Stewart and his assistant, Gary Skasko, drive the van, maintain the equipment, pack and unpack at every stop, and teach the classes as well.

## Reaching The People

It's not known how many miles the seed corn train traveled in 1904. It is known, however, that the first train made 50 stops along the Rock Island tracks in just 3 days, with lectures and demonstrations by Iowa State faculty members at each stop. In that first year, an estimated 127,000 persons attended sessions or received handouts from the trains.

The computer lab can't quote such impressive attendance figures. However, 464 farmers and 149 agricultural lenders have taken special 2-day classes, and nearly 1,000 others attended shorter demonstrations when the van appeared in various locations including a 10-day stint at the 1985 Iowa State Fair. There have also been special classes for Iowa State's off-campus Master of Agriculture students, and hands-on instruction for kids attending the state 4-H camps in the summer.

Harold Crawford, ISU assistant dean of agriculture who oversees the project, says the van's travel plans ensure that, at one time or another, a class will be held within a 60-mile driving distance of every Iowan—even those living in the far corners of the state.

## Response To Need

Iowa State is one of the first universities, if not the first, to operate a nonprofit educational mobile microcomputer laboratory for agriculturists.

The seed corn train was a first too—a response to hard economic times when farmers needed quick, reliable information on seed corn selection.

Now reliable information is needed on economical management practices—information that is available quickly through use of specialized microcomputer programs.

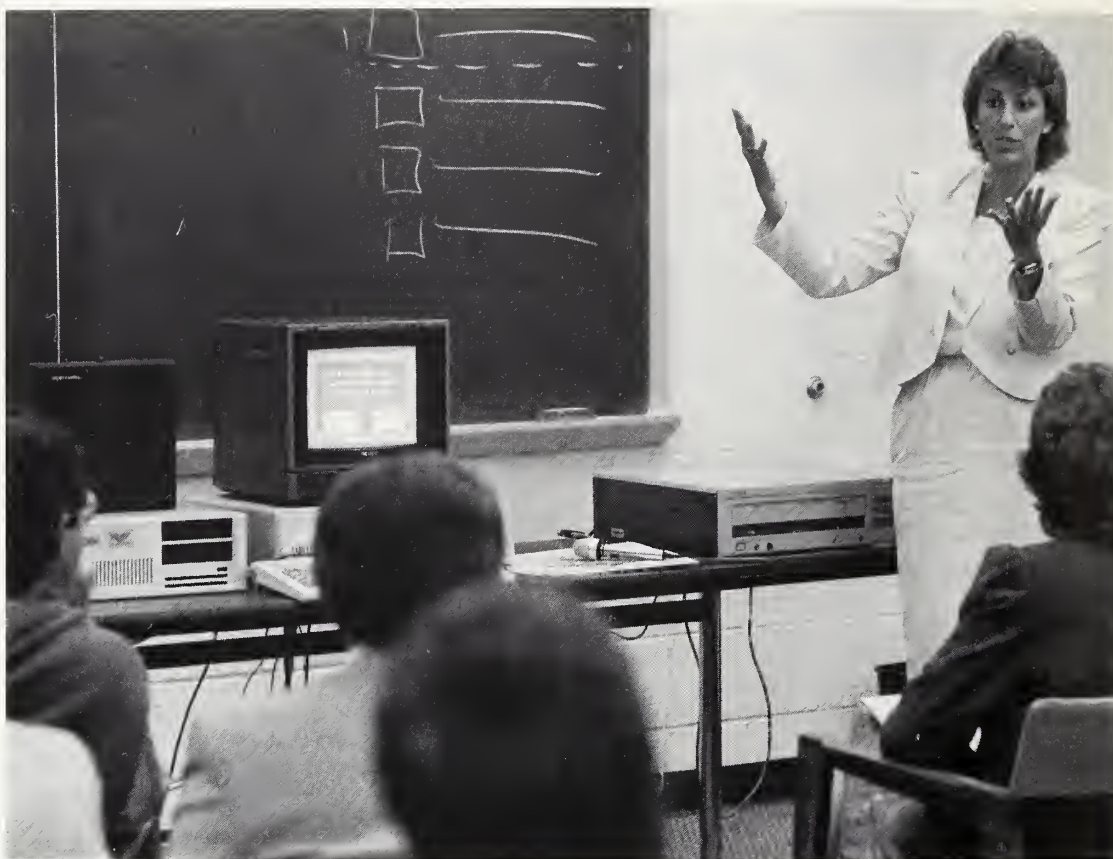
Like the "corn gospel" train, the ISU computer van is one way the university can extend its informational impact to help farmers and others learn what is available and how to use it to their advantage. ▲

# Interactive Information

## 24 Extension Review

Michael T. Lambur  
Extension Specialist,  
Planning, Evaluation, and  
Professional Development  
and

James F. Johnson  
Extension Assistant  
Director, Support Systems  
Virginia Tech, Blacksburg



*For "single individual" controlled learning situations, the interactive videodisc can respond to questions with action visuals, still visuals, and text. It allows potential learners to get needed information at their convenience.*

A new technology that has merit for bringing Extension into the information age is the interactive videodisc. The interactive videodisc combines high-resolution video images produced by a videodisc player with the powerful processing capabilities of the microcomputer.

The result is an information system that can respond to questions with action visuals, still visuals, and text.

With dwindling budgets and cutbacks in staffing, the interactive videodisc could be used to more efficiently handle some of the routine instructional tasks in Extension. While not a replacement for the professional, it might be used to supplement instruction on relatively static topics (fertilizing shrubs, canning, pesticide applicator training, taking a soil sample), leaving the Extension staff member to concentrate on other more dynamic topics (pesticide recommendations).

In addition, interactive videodisc systems are always ready to teach. The potential learners need not wait for the next "class," but can see needed information at their convenience.

### Extending Service Base

"Stand alone" interactive videodisc systems can also be used to broaden Extension's service base by placement in areas of high public access such as libraries and shopping malls. They can even be used in prisons, courthouses, and training centers for the handicapped. And, they can extend service hours beyond the traditional duty hours.

The interactive videodisc system also has the potential for modeling the outstanding Extension specialist's problem solving process. Through artificial intelligence or *expert systems*, operating within the interactive video system, the way a specialist "thinks through" solving a problem can essentially be modeled and replicated for use on this system in various sites at the same time.

This represents a unique way of permitting specialists, and other Extension staff, to have a more significant impact on a larger number of people than would be possible with individual visits.

### Certification Training Aid

The Office of Pesticide Programs at Virginia Tech is currently developing an interactive videodisc program to use as a training aid for people wishing to become certified or recertified as private or commercial pesticide applicators.

The videodisc program is not intended to be a replacement for the certification exam or the Pesticide Certification Training Manual. Rather, it is intended to enhance the current training program and make it more interesting and effective.

Fourteen modules will be included in the program dealing with such topics as pest identification, safety, and alternatives to pesticides. To



provide an optimum opportunity for learning, the user will be able to control the speed of the presentation, and have the option of moving backward or forward in the module through a touch-sensitive screen. Decisionmaking points will be presented to the user in the same chronological order as he or she would encounter them in real life.

The user will have the advantage of receiving immediate feedback and reinforcement of the learned concepts. If a user's knowledge is insufficient to make a required decision, the user can return to the module to review a topic. At the end of the module, the user will be prompted to areas of weakness or strength based on responses to questions during the exercise.

#### High Potential

The diversity of information that these systems are capable of offering also has implications for speeding the adoption of new ideas and practices. These systems provide the notification and general information most important during the awareness and interest stages of the individual adoption process. Through the system's ability to produce more specific information it can also fulfill some of the information needs during the trial stage.

While more development and testing of the interactive videodisc technology is needed, initial feedback indicates that it has much potential for Extension. It uniquely combines two technologies with which most people are familiar.

For interactive videodisc systems to be successful, however, care must be taken when selecting subject matter for application using this technology and choosing the setting in which the system is actually used.

For example, only information that has a long "shelf life" (2 to 8 years) should be included on a disc, which is relatively permanent once it is made. Information that will likely change more frequently can be included on the computer part of the system, which is easily updated. And, while interactive videodisc can be a good supplement or replacement for one-on-one instruction, it does not work well in group settings. It is primarily a "single individual" learning situation. ▲

## Farm Decisions . . . Texas-Style

Specialists and county agents of the Texas Agricultural Extension Service are helping farmers and ranchers make crucial decisions which may mean survival or failure for many through the use of Extension computers.

Since the Texas Agricultural Extension Service began its computer pilot program in September 1983, more than 140 microcomputers have been installed in county, district, and campus offices, Michael Gerst, Extension computer specialist at Lubbock points out. "The ultimate goal," he says, "is to provide computer capability in all Extension units." Texas has 254 counties.

In Paducah County, a cotton farmer found he was losing \$13 an acre on his crop. Using a software program developed by his county agent and Extension livestock and agronomy specialists, the farmer switched part of his effort to a cow-calf operation for better economic prospects this year.

In Lubbock County, a producer compared production costs and receipts between cotton and grain sorghum. The analysis by the Extension office computer helped him decide to put more acreage into grain sorghum this year.

In Castro County, as the sign-up date for the federal Conservation Reserve program approached, 150 farmers ran their individual checksheets on the Extension office computer in two days to help them decide on program participation.

Texas Agricultural Extension offers farmers, ranchers, and homemakers some 40 software programs to assist their decisionmaking, Michael Gerst notes. "Much of the software can be used on the farmers' own computers as well," he says.

Producer use of the Cottle County computer has increased greatly in recent weeks as it helps producers reach decisions on the new farm programs and other crucial issues. At Lubbock, county agents designed budgets which would allow a producer to see his profit or loss per acre and the market price needed to break even on given production levels. Users call the program "super user friendly."

County agents claim that the computer programs have helped Lubbock County producers make production and marketing decisions and assisted landlords and tenants in negotiating their sharing ratios.

"This is a good tool, if people will learn to believe it," says Cottle County Producer Joe Don Brooks. Brooks learned to believe, he says, after it helped him project a recent cattle sale which differed only \$400 from the computer projection. □

*Extracted from Computer Topics, Southeastern Region Newsletter, The University of Georgia, Athens.*

# Yields Up In A Dry Season

## 26 Extension Review

William J. Lamont, Jr.  
Extension Vegetable  
Specialist  
North Carolina State  
University, Raleigh



*Photograph courtesy of the Soil  
Conservation Service, USDA.*

An innovative vegetable production system featuring trickle irrigation which cuts water use in half is increasing North Carolina vegetable yields.

The system, promoted by Extension vegetable specialists at North Carolina State University, employs on-farm demonstrations to bring growers and county agents an intensive vegetable production technology package.

The package consists of plastic mulch film, trickle irrigation, and, if required, fumigation; containerized transplants are also utilized.

"Trickle irrigation can use two water sources," says Bill Lamont, Extension Vegetable Specialist, North Carolina State University, and a system researcher who has

established on-farm demonstrations. "The sources, Lamont says, "are either a farm pond or a well—each requiring different filtering equipment."

When Lamont first arrived in North Carolina, approximately 50 acres of vegetables were grown on plastic mulch. "I could see such a potential for growth in this area if we only had portable pumping and filtration equipment," he comments. "This would enable us to go to a grower's farm and demonstrate the complete intensive vegetable production package using the grower's farm pond or well as a water source."

With the assistance of a local irrigation company, appropriate machinery was developed which has provided dynamic on-farm demonstration capacity to county Extension personnel.

### Increase Predicted

There are 900 acres of drip irrigation in the state now, Lamont points out. "I think that you are going to see a dramatic increase in acreage in the coming years," he says. Cost of installing the system is about \$600 an acre including the fumigant sprayed on the soil to kill soil fungi.

Lonnie Thomas, one of the new breed of vegetable producers who is using the intensive vegetable production technology that was demonstrated at his farm in 1985, is a believer in the system. "The demonstration last year really opened my eyes to the increased yields and quality of vegetables that can be produced on 5 acres of land," Thomas says. Thomas saw a demonstration of the concept of double-cropping with the plastic mulch.





### Water Usage Reduced

"I couldn't believe how the trickle irrigation reduced my water usage," he says.

"Billy and John Carter, vegetable growers from Eagle Springs, could not produce the volume and quality of vegetables they do, if they did not use the intensive vegetable package," says Bill Reece, county Extension chairman, Montgomery County. The Carters had a demonstration package in 1984 and built their own pumping-filtering unit for use in 1985.

### Sold On The System

"We will never go back to conventional farming," says Billy Carter. "Demonstrating how our farm pond could be used for trickle irrigation really impressed us and we are sold on the system," says John Carter.

In the dry season of 1986, Orange County grower J. Howard Pope had already lost half his wheat and corn crop to the drought, but his plastic mulch/trickle irrigation demonstration will probably turn a profit. "I didn't think so when I started, but it will be one of the few things I make any money on this year," Pope says.


### Increasing Yields

"It is phenomenal how much you can grow per square foot," says Jim Monroe, county Extension agent, Orange County "It has been our experience that growers can double or triple their yields over bare-ground farming."

J. Hoyt Wright grew a 1/8-acre test plot last year and expanded to 1-1/4 acres of cantaloupes this year. Wright believes the trickle irrigation had made all the dif-

ference during the drought this summer. "I wouldn't have had anything without it," he says.

The intensive vegetable production demonstration has been a great teaching tool for the county personnel who use it for "twilight grower meetings" and a subject for extensive TV and newspaper coverage, Lamont points out.

The continued use of this demonstration equipment, either a small PVC hookup for well water, or the portable pumping and filtering unit for farm ponds, will continue to provide the North Carolina Extension Service with a progressive image, Lamont believes. "Growers are finding out what 4 to 6 acres of land and a good well or farm pond can produce profitably, if managed intensively," he states. 

# Y.E.S. For Youth Energy Education

## 28 Extension Review

*Julia Graddy  
Educational Media  
Coordinator  
IFAS Information  
Institute of Food and  
Agricultural Sciences  
University of Florida,  
Gainesville*

When Jermaine Aldred sat at a computer at Florida Power and Light Utility Company in Broward County, the 14-year-old wasn't considering the words "networking" or "community change agents" as he puzzled out the energy load of a Broward County Boy's Club. Instead, with a utility engineer at his shoulder, he sat engrossed in the complex task, plugging in data which 8 weeks ago had been a complete mystery to him.

Jermaine knew the results of his survey and those conducted by nine other Project Y.E.S. (Youth Energy Service) participants might be able to save their 20 United Way agency clients as much as \$25,000 in 1986. Even more than that, however, Jermaine and his colleagues have received valuable energy training and a rare 8-week glimpse of the world of energy professionals. The teenagers have learned valuable life and career skills which will give them a competitive edge throughout high school and college.

Jermaine, a teenager from urban Broward County, is the beneficiary of a changing type of Extension programming: intensive networking between public and private agencies. During Project Y.E.S.

Extension played the roles of facilitator, sponsor, coordinator, and identifier of key community change agents.

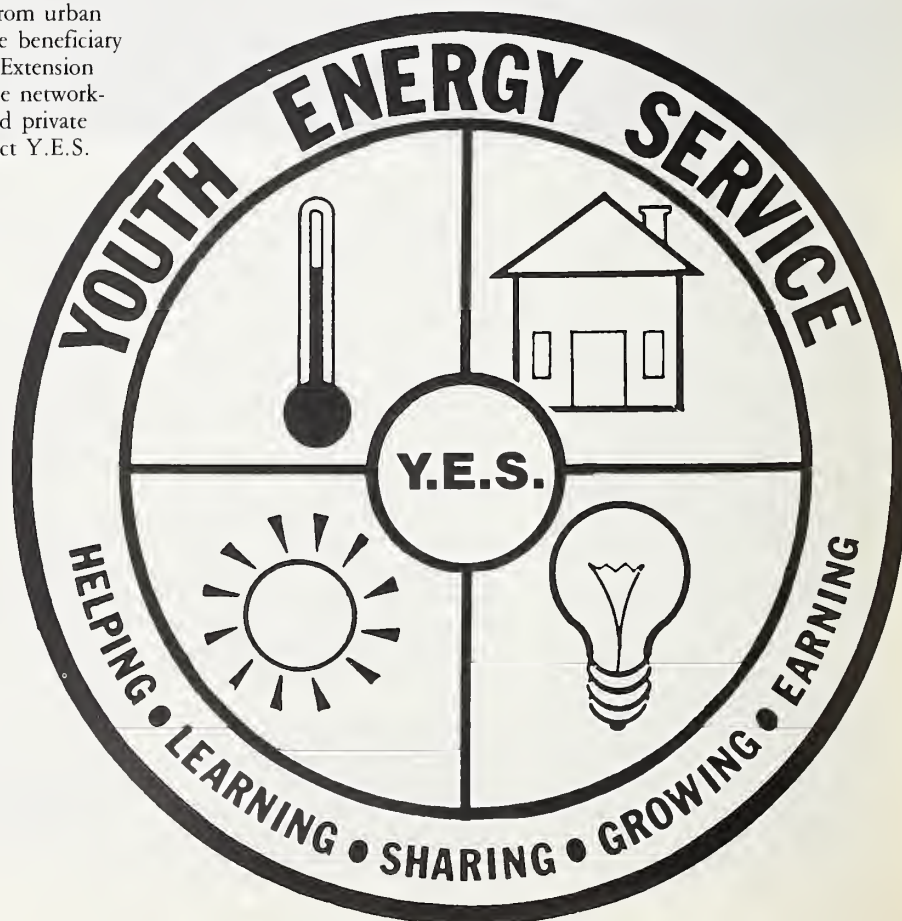
"This type of programming reflects the changing role of Extension and the changing needs of the urban communities we serve," says Energy Organizer and Coordinator Sandra Brubaker, a Florida Extension Service agent of Broward County, the state's most populous area. "It represents the type of programming that Extension is going to be doing a lot more of if we want to survive and effectively serve our urban clients."

**Extension A Sponsor**  
Project Y.E.S. brought together some seemingly unconnected community and youth needs. First, Brubaker's work with another energy program revealed that because of long utility company backorders, United Way agencies were waiting as long as 3 years to receive energy audits.

Next, she was aware that teenagers began dropping out of the youth-building club as pressures for earning summer money increased.

The project's catalyst was the federally funded Broward Employment and Training Administration (BETA). BETA had money available for summer youth employment if another agency, such as Extension, would act as sponsor. Brubaker designed the program, then mailed program flyers to high schools, which in turn referred 10 academically promising students to Project Y.E.S. Five came from economically disadvantaged backgrounds. The Broward County Mass Transit Department donated 10 8-week bus passes. Nova University allowed the students to use school computers once a week to set up their energy data.

The key player, however, was Florida Power and Light (FPL). The company donated about \$500 worth of materials and provided engineers to train the students, accompany them on surveys, and







*Teenager John Spohn of Broward County, Florida, checks out an icicle found in an ice storage tank that is part of an air-conditioning system. Spohn was one of the Youth Energy Service participants who worked with specialists at a power and light utility company in Broward County. He and others received comprehensive energy training because of a program sponsored and coordinated by Extension.*

*Photograph courtesy of the Miami Herald.*

help them prepare reports to present to the United Way agencies they surveyed. Brubaker credits the head of FPL with providing the kind of "key community change agent" support needed to spearhead the effort.

"The personnel there have acted as mentors for the teenagers. They've been important role models," says Brubaker.

#### Energy Training

The teens received 30 hours of comprehensive energy training from FPL professionals, including sales and marketing techniques. They learned the mechanics of air-conditioning systems, how to conduct energy audits, and how to break down the use load for each electrical component used in buildings. They were taught how to listen to a customer and how to write and present an energy report.

But the training went beyond energy education. Extension professionals taught teamwork skills and image building and helped

them design a training manual for the course. A psychologist gave tips on job search and interviewing skills. Another Broward County agent presented a "Dress for Action" seminar.

During the 8 weeks, the teenagers earned \$3.35 an hour. Four teams surveyed United Way agencies with FPL engineers, preparing energy reports on FPL and Nova University computers.

The group also toured several area facilities that use a variety of systems to generate electricity.

"We wanted to expose these youth—some of whom wouldn't have had the opportunity otherwise—to the wide possibilities of pursuing a career in energy," says Brubaker.

Next year, Brubaker hopes the program will double in size. She says, however, that she'll need help to coordinate appointments and transportation for the group, and she hopes to intersperse the initial training with field experience so the teenagers can immediately understand how to apply the theory they learn.

#### Positive Impact

"We've already proven that programs like this can conserve energy and have a tremendous positive economic impact for nonprofit agencies. It's also created good visibility for 4-H and Extension in an urban setting. Project Y.E.S. will track the academic careers of these first students to see if project participation helps them in school," she adds.

Project Y.E.S. cast Florida Extension's energy program in the role of urban facilitator for youth, a coordinator and targeter of community change agents. The program capitalizes on the strengths of several community organizations while filling real community needs.

Finally, Project Y.E.S. teaches new skills to promising teenagers and instills 4-H values as it helps them earn summer spending money. ▲

# Changing With The Times: Homemakers Keep Pace

## 30 Extension Review

Thomas A. Merrill  
Extension Assistant  
Specialist, Communications  
Louisiana State University,  
Baton Rouge



Fifty years ago, Alberta Fox was concerned with food preservation, nutrition, and other typical worries of the homemaker of that time, so she joined a home demonstration club to gain knowledge in those areas.

Today, Fox is experienced in those areas, but she is concerned about such financial issues as budgeting and insurance. And the 74-year-old Sulphur, Louisiana, homemaker still is turning to the Cooperative Extension Service for help.

"The organizations that once were known as home demonstration clubs have evolved into Extension Homemakers Clubs; the issue on which they concentrate have changed to meet the needs of today's homemakers," says Denver Loupe, director of the Louisiana Cooperative Extension Service and vice-chancellor of the Louisiana State University Agricultural Center.

"The clubs are just part of Extension's overall home economics program designed to improve the family life of people throughout the state," he explains.

### Emphasis Expanded

The basic issues of cooking and clothing construction still are evident in educational programs, but they are accompanied by such issues as handling family finances and using time management techniques to balance a career outside the home with the activities of homemaking.

"I think the sessions we have today about handling finances are very beneficial—especially for women who often have left those things up to their husbands," says Fox. "They certainly make it a lot easier when you have to face it alone."

Fox first joined a homemakers club in 1936 when she lived in Oklahoma. She later joined a club sponsored by the Louisiana Extension Service after moving to Calcasieu Parish in 1942.

"In those first years, we concentrated on food preservation and nutrition," Fox says. "Now we have a wide range of programs geared to the issues of today."

### Educating People

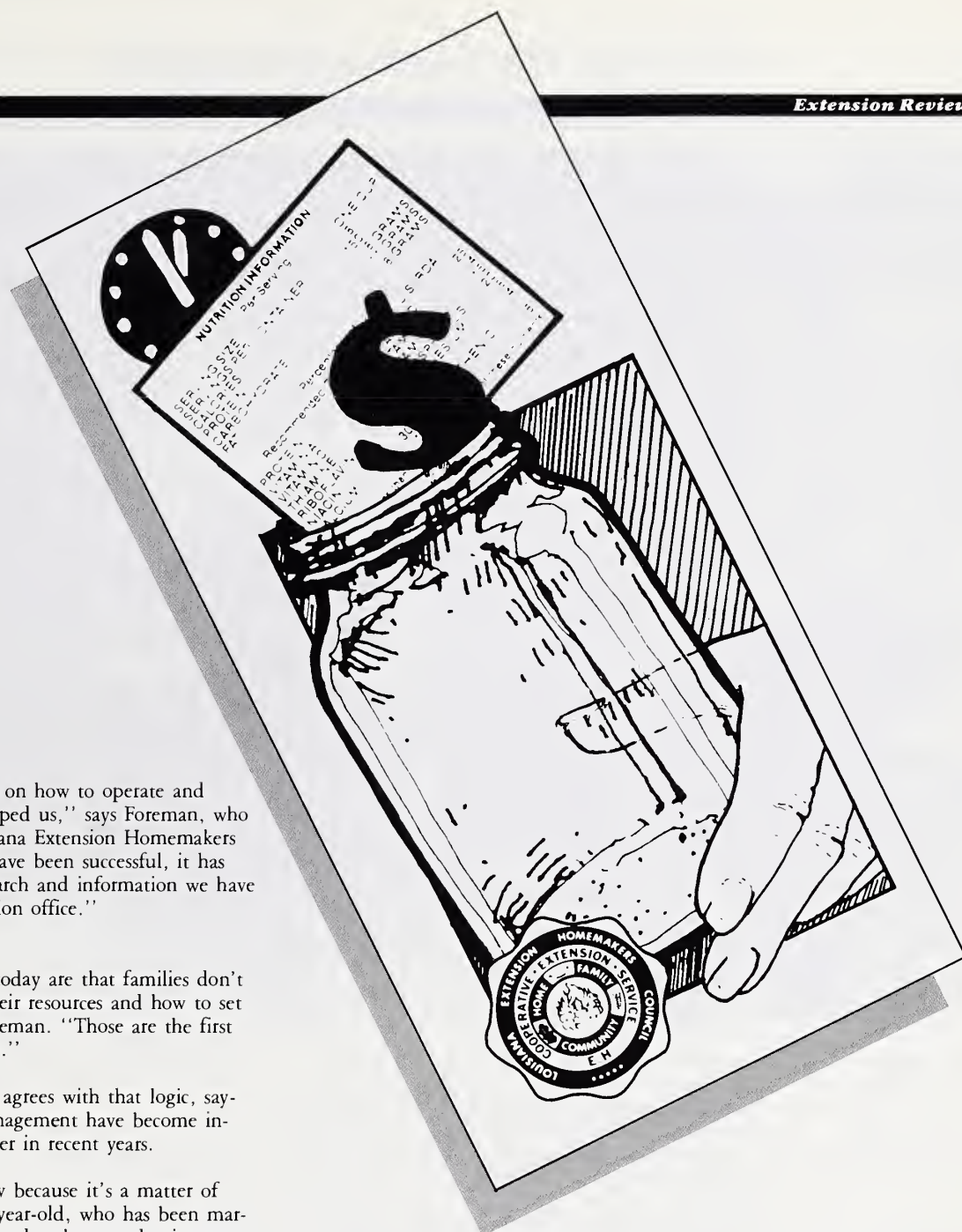
"Our basic purpose remains the same; we are trying to educate people," says Loupe. "What we are trying to do, just as we have in the past, is to provide families with practical skills and concepts to improve their lives and the lives of their families."

Extension Homemakers Councils apparently are achieving that goal since membership in Louisiana has grown to more than 15,000 people in 671 clubs. Members of those groups are pleased with the activities.

"Cooperative Extension is an excellent resource," says Shreveporter Maureen Grubb. "It provides you with a great means of tapping all sorts of information."

Grubb had attempted to set up a budget but could not find anyone to aid in that quest until she learned of Extension Service programs that help with family financial planning. Likewise, Virgie Foreman of Vermilion Parish credits Extension Service programs with aiding in her family's financial success.





"The Extension program on how to operate and manage a farm really helped us," says Foreman, who is president of the Louisiana Extension Homemakers Council. "If our farms have been successful, it has been because of the research and information we have received from our Extension office."

#### New Skills Needed

"A lot of the problems today are that families don't know how to conserve their resources and how to set priorities," continues Foreman. "Those are the first things they need to learn."

Anne Buker of Gonzales agrees with that logic, saying time and money management have become increasingly important to her in recent years.

"I am working more now because it's a matter of economics," says the 45-year-old, who has been married 24 years. "What I need to know today is more about money management and basic nutrition, rather than how to can vegetables."


Although working interferes with the number of homemakers club meetings Buker can attend, she says the topics addressed at those meetings are moving in a direction consistent with the needs of today's homemakers.

Agreeing with the other women, 43-year-old Jessie Hendrix of Forest says aid with economic issues is the most critical aspect of her involvement in Extension homemakers.

"Right now I am having financial problems," says Hendrix, a mother of five who explains she currently has to work part time. "The club programs are showing me how to budget and handle my finances."

Addressing current issues isn't the only good thing to come from homemakers councils, according to Hendrix.

"I am everything that I am because of my involvement in homemakers clubs," she says. "I joined when I was about 3 years into my marriage, and I learned how to cook and sew when homemaking consisted of doing just that."

"Now I'm learning how to do other things that homemakers must do today." 

## 4-H Links The Generations Again

32 *Extension Review*



*Joseph A. Weber*  
*Human Development*  
*Specialist*

*Department of Family*  
*Relations and Child*  
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*Carla Chlouber*  
*Publications Editor*  
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Recent changes in society and family life have frequently disrupted the close relationships that once existed between older adults and youth. But Oklahoma 4-H is helping re-establish and support this vital connection between generations through a special interest project—"Stepping Into the Past."

Several generations ago families lived closer together; older adults were an important part of family life. Grandparents often shared in the experience of childrearing. Young people felt they were a part of their grandparents' lives and were deeply affected by their loving care and attention. Children also saw aging as a natural part of the life cycle.

Today, family members are often separated from their grandparents and other elderly relatives by distance or divorce. In addition, social attitudes are slowly eroding the values that in previous generations strengthened relationships between the young and

older adults. There seems to be a societal myth that the young and the elderly do not really need each other.

### **Renewing Strong Bonds**

Through "Stepping Into the Past," 4-H'ers have formed stronger bonds with the older generation, and, along with the closer ties, they're gaining valuable knowledge about what it took to survive—and thrive—in the state's early days.

A young person may choose for this project his or her grandparents, a neighbor, or someone from church. A major portion of the project involves frequent visits (at least 10) between the young person and an older adult. During each visit, the two talk about a specific topic and choose activities that promote an important idea or skill.

By becoming involved in the program, young people can acquire a positive image of older adults and greater self-confidence in themselves. Older adults will be able to take pride in their important role as educators and find personal satisfaction in strengthening their relationship with the younger generation.





*Through the "Stepping Into The Past" program, Oklahoma 4-H hopes to re-establish the vital connection between the generations. Over 300 4-H members have participated in this state's 4-H Personal Development Project during the last 3 years. Opposite: Willie Unsell and his grandparents share memories through a "Grandscrapbook," a log of activities and comments of visits with them. Left: Tanya Lewis (left) enjoys her grandmother's descriptions of photographs in an old album.*

#### Spinoff Project

"Stepping Into the Past" is a spinoff of Oklahoma's 4-H Personal Development Project. During the last 3 years over 300 4-H members have participated. The present project was introduced in the fall of 1985 to reach nontraditional youth audiences and expand the potential of the Personal Development Project.

Initial results indicate that Oklahoma 4-H'ers are enthusiastic about this special way of learning about the past.

#### Keys To The Program

The Grandstory and Grandscrapbook are key elements in the program because they serve as a record of the young person's visits and experiences.

The Grandscrapbook is a log of activities, events, discussions, and personal comments reflecting the young person's visits with the older adult friend.

The Grandstory, on the other hand, is a written story about a particular topic, such as schooling, work, entertainment, family times, or 4-H experiences, that the older person shares with the 4-H member.

#### Valuable Resource

Many people have come to realize that the elderly are an excellent source of information about the past. Their individual lives can span most of a century, and there is much to be gained by recording the stories of their lives.

Both the Grandstory and Grandscrapbook can be treasures with lasting value. They will bring the younger person closer to a member of the older generation and enable them both to remember their times together. Future generations may come to know this older friend better because of a 4-H member's commitment to keeping a record of their visits. ▲

# Switching To Low-Cost Options

## 34 Extension Review

Donald H. Goering  
Assistant State Leader  
4-H and Youth Programs  
and  
Melva L. Berkland  
Communication  
Specialist, 4-H  
Iowa State University, Ames



Iowa 4-H is focusing on low-cost 4-H projects. Opposite Top: A satellite uplink facility at Iowa State University's TV station permitted a large audience to be reached quickly with the same message. Here, one of the control room monitor screens at WOI-TV displays the phone number to call to question panelists. Below: 4-H'ers, leaders, and parents watch the program "Options For 4-H Action." Above: At the first statewide 4-H meeting broadcast by WOI, Jerry Parsons (left), state 4-H and youth leader, serves as one of the panelists while Roger Brown, Extension communication specialist, moderates.

As the Iowa economy charted a downward trend, Extension responded with upbeat innovations.

4-H'ers, volunteers, and county, area, and state staff reached out to individuals feeling the pressure of lowered incomes. They used diverse delivery methods, from one-on-one to satellite, to focus attention on low-cost 4-H projects.

At the 1985 Iowa State Fair, a central display highlighted 33 4-H exhibits that used family resources wisely. County staff developed slide sets and presentations that showed examples of other low-cost exhibits.

State staff trained judges to recognize low-cost exhibits and stressed evaluating them on what young persons learned. Adult volunteer leaders received training to help teens in a new statewide program, "Discovering the Natural Me." An older teen on the State 4-H Council initiated a monthly radio feature where she interviewed other 4-H'ers about low-cost projects.

### Message Via Satellite

Satellite became the new delivery method for state staff after they voted to reorder priorities and focus on low-cost 4-H options. An

entire state of 4-H'ers, their parents, and leaders needed to be encouraged to consider cost when selecting projects for 1986; the cost of 4-H projects was not to be a barrier to 4-H participation.

Reaching a large audience with the same message quickly for low cost led to the use of a satellite uplink facility located at Iowa State University's commercial television station.

Countless steps led to the 41-minute program that opened with 11 minutes of pre-recorded video. The opening segment highlighted 14 project areas and included mostly existing footage from the large computer-catalogued Extension video library.

After the 11-minute introduction, the program went live for 30 minutes. Extension specialists and a volunteer formed a panel to respond to questions phoned in on the 800 inbound WATS line. Questions from 4-H'ers, parents, and leaders were typed on cards and passed to the panelists. Panelists then answered the questions on the air.

For an hour, after the live portion of the 4-H TV meeting, panelists and other members of the state Extension staff talked directly to callers. A total of 63 persons called during or after the program.

### Publicity Efforts

The comprehensive publicity plan included a logo and newsletter article to use in county 4-H newsletters; a direct mailing to every volunteer 4-H club leader in Iowa with details about the program, a discussion guide to use to introduce the program and to help the 4-H'ers understand the reason for the special TV meeting, and an evaluation form; news releases for county staff to use to seek satellite receivers that 4-H groups could use; and news releases highlighting the historic 4-H TV meeting. In addition, radio and TV stations covered the event.

### Downlink Arrangements

State staff gave suggestions to county staff and volunteer leaders on how to receive and view the program. Hundreds of different arrangements resulted.





A local community cable TV company downlinked the program and invited area 4-H'ers to come to the company's meeting room to view the program. Satellite dish dealers in several communities made receiver dishes available, as a demonstration or as a rental, to receive and view the program.

In addition, homeowners with receiver dishes invited area 4-H clubs into their homes to view the program. A large cable company received the show and transmitted it via land-based microwave to 46 communities for local access cable distribution.

Community colleges, private 4-year colleges, and a community hospital with receiver dishes opened their doors to 4-H groups to view and discuss the program.

After the 4-H program aired, counties could purchase a tape of the program to view at other 4-H meetings. However, many local 4-H groups and county Extension staff videorecorded the program as it aired.

**Responses From Questionnaire**  
Volunteer leaders completed a mail questionnaire. Their responses led to three conclusions: (1) Satellite delivery can be used to distribute educational material. Nearly 85 percent of respondents reported receiving new or additional information on low-cost projects from the program. Nearly 71 percent reported that satellite transmission is an appropriate method to deliver *timely* information. (2) Interaction, through a "call-in format" should be included in future programs. (3) Currently too few satellite receiver dishes are available across Iowa to reach all 4-H clubs.

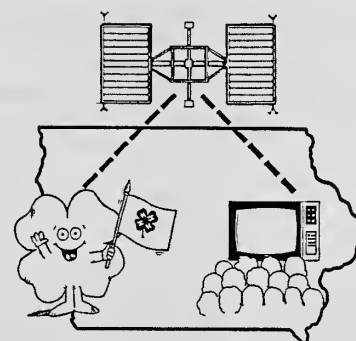
Extension recognized clubs who participated in the first statewide 4-H TV meeting. Clubs who returned the questionnaire received certificates incorporating a specially created logo.

Producers of the television program were Brian Menz and Karen Johnson, Extension communication specialists. Donald Goering, assistant state leader, 4-H and youth, and Melva Berkland, Extension communication specialist, 4-H, coordinated the arrangements.

#### Using Resources Wisely

4-H staff believe youth and their families will increasingly consider available family resources as decisions are made relating to projects, participation in 4-H learning experiences, and fair exhibits. More 4-H exhibits at 1986 fairs are expected to show that 4-H'ers considered low-cost options as they made decisions regarding projects and exhibits.

4-H'ers and their families most likely will be better equipped to confidently deal with reality because of the varied ways Extension directed attention to low-cost options for 4-H projects and activities. ▲



**We recognize**

**4-H Club**  
**for participating in the first statewide**  
**4-H TV meeting January 13, 1986.**



Chris Clover

*Jerry Parsons*

Jerry Parsons  
State Leader, Iowa 4-H and Youth Programs



# Change Comes To The Pacific Basin

## 36 Extension Review

Randall L. Workman  
Extension Sociology  
Specialist and  
Evaluation Coordinator  
Community Development  
Institute  
University of Guam  
U.S. Territory



*Top: Guam has mechanized farm operations in the island's southern agricultural lands but there are many subsistence income growers, like this elderly woman, who sells part of her produce to a local restaurant.*  
*Right: The American flag area of the Pacific Basin extends to Guam, 6000 miles from California.*

The vast Pacific Basin is a place where the Extension Service is developing along with that region's educational institutions.

The current economic and social circumstances of the area, including university-based education, are fairly recent intrusions—the major impacts of modern change have really only begun during the last two decades.

### To Asia's Doors

The Pacific Basin is by far the largest part of America's western edge, extending right up to the doors of Asia.

The American flag area of the Pacific Basin extends to Guam, 6,000 miles from California and 1,500 miles south of Japan. Across the 3,500 miles of ocean between Guam and Hawaii stretch the islands of the former Trust Territories of the United States. These newly emerging island nations are

the newest additions to the U.S. land-grant college and Extension system.

### Extension And Guam

The history of Extension on the island of Guam, a U.S. Territory since 1898, began in 1972 when the University of Guam was designated a land-grant institution.

The purpose of Extension here, as elsewhere, is to organize adult education programs which help citizens improve their economic, social, and cultural well-being in an ever-changing world.

### Differences

Lawrence Kasperbauer, director, College of Agriculture's Community Development Institute (CDI) at the University of Guam, points out that the island region is "characterized by biculturalism, bilingualism, rapid socio-economic change, and, most fundamentally

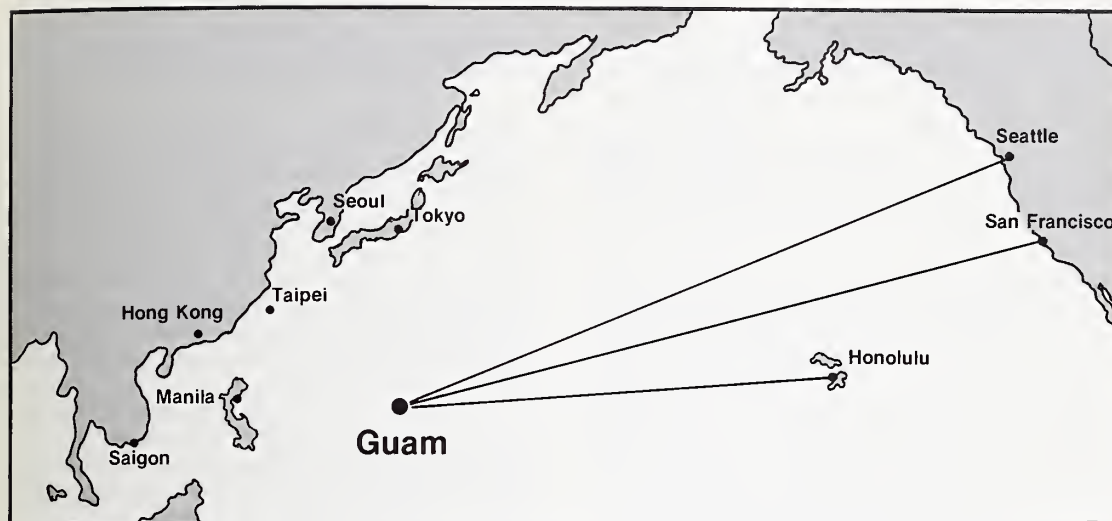
composed of broad-based populations that remain non-western in their approaches to decisionmaking."

Guam has grown as Micronesia's major port of entry, military station, and largest administrative center. It was politically isolated from the other regional islands when it became a U.S. possession. Although Guam's small population (106,000) and isolation dictate rural qualities, the social life and public infrastructure have become quite cosmopolitan and multicultural.

### Change And Social Costs

Guam's farming system has experienced changing social conditions that have intensified with modernization. Prior to 1939, agriculture was the principal livelihood for most islanders with





about 3,800 acres under cultivation. After World War II much of the island's agricultural land was acquired by the military.

Modernization, although desired by most, has brought on an economic dependency and a cost of living that many islanders cannot afford. Only about 500 acres are in commercial production. The island imports almost two-thirds of its fruit and vegetable needs, "much of which," says Terry Johnson of the U.S. Bureau of Reclamation, "could be produced on-island with irrigation development."

The lack of water during dry seasons, and an old water distribution system inherited from the Navy, restricts Guam's potential for multiple growing seasons throughout the year. This means the supply of produce concentrates at the end of the growing season, and fails to provide the regular flow of produce needed to meet the island's needs throughout the year.

Consequently, a major goal of Guam's Extension programs is to increase local import substitution. This effort requires interrelated programming to affect both social and technical factors in Guam's farming system.

#### Nutrition Education

Chong Flores is a graduate of Guam's Expanded Food and Nutrition Education Program (EFNEP), which was started 3 years ago. The Flores household compound is a horticultural garden filled with fruit trees. "We have a moderate income," Chong explains, "...we grow much, but so much must be bought." The most important thing learned from her EFNEP teacher, she felt, was "budgeting the family's food money."

Olympia Camacho, coordinator of homemaker services for the local Catholic social services, voices concern over the loss of traditional skills and nonuse of local resources among the new generations. To work toward this goal, Guam EFNEP trained Camacho's homemaker aides so they could encourage use of local produce.

Guam's major cash crops are green beans, bittermelon, Chinese cabbage, head cabbage, cucumber, eggplant, bellpepper, sweet potato, tomato, and watermelon.

In a recent evaluation study, EFNEP's educational effort was found to directly impact on consumption of these local fruits and vegetables. Presently, crops are mainly watered by hand.


The use of more effective trickle irrigation is expanding among commercial growers and represents the key objective of Guam's irrigation development program.

#### Tradition And Extension

A cultural trait of the Pacific Basin region, with the exception of Hawaii's agribusiness, is that the indigenous commercial agriculture is small scale. Historically, the predominant type of agriculture is subsistence horticulture, fishing, and hunting.

Many of Extension's clientele prefer that programs aim at preserving these traditional producers. Local farmers want improvement as they define it, but they do not want to see their lifestyle and position on the land downgraded.

This requires an appraisal of some assumptions taken for granted in the contiguous 48 states. Pacific Basin clientele live between the American mainstream and international societies and are marginal to both.

Francis Mitchell, a district community development agent, states the consequence and the challenge for Extension professionals in the entire region: "Because Extension's values are largely dictated by the American mainstream, we must be very careful not to unwittingly preach intellectual salvation or commercial development economics." 

# Is Anyone Listening?

## 38 Extension Review

Brenda Seevers  
Extension Program  
Coordinator, 4-H Youth  
University of Wyoming,  
Laramie

A new statewide project—"Is Anyone Listening?"—is employing community resource teams to help teenagers cope with the pressures and strains of a rapidly changing society. The project, initiated by 4-H/Youth Development at the University of Wyoming, involves 48 participants from nine of Wyoming's 23 counties. They are working to shape local action plans that focus on matters chosen by Community Resource Teams.

The rapid shifts of Wyoming's economy, with its accompanying share of farm and ranch foreclosures, mine closings, and business bankruptcies, have had adverse effects on Wyoming families. Loss of family jobs or income affects young people in several ways. It may mean less money for clothes, school, and such non-school activities as dating.

Family financial problems often result in stress or divorce. And a declining job market shrinks most rapidly for teenagers.

Teenagers suffer from loss of self-esteem, increased stress, and guilt for their parents' problems. They are subjected to these pressures when they are already stressed by the shift to adulthood.

### Problems Communicating

"One of the major problems we found was lack of communication," reports Jodi Coffey, a 4-H member in a 1985 Sweetwater County Program Review. "People," she points out, "both teens and adults sometimes have self-imposed inhibitions that prevent them from talking to others about their feelings or problems. This lack of communication often leads to isolation and, if left unattended, can surface later as lack of involvement, drug problems, or suicide."

The "Is Anyone Listening?" program places special emphasis on engaging young people in analyzing conditions that affect them in their communities, planning approaches to change those conditions in positive ways, and involving adults in implementing the plans youth develop and evaluating the results.

The strategies for implementation include: developing a model to identify community concerns; training Community Resource Teams; identifying community volunteers, especially youth, in a networking system;

using the networking system for broader community development; focusing on effective prevention of youth problems; and evaluating the ongoing project.

### Statewide Training

In March 1986, the Community Resource Teams began the first statewide training and nine Wyoming counties shaped local action plans. Team members reflected participation from all aspects of the community: youth, schools, churches, and Extension professional and volunteer staff. Also participating were USDA's Forest Service, the Wyoming Department of Public Assistance and Social Services, the Human Services Commission, and law enforcement officials.

The training was conducted by William Lofquist, director, Associates for Youth Development, Inc., a Tucson, Arizona firm; Tim DeBoodt, Extension agent, University of Wyoming; and three 4-H staff members—Brenda Seevers, Gene Rohrbeck, and William Smiley.


After the state training, Community Resource Teams expanded their teams locally as necessary and refined their plan of action. Action plan topics reflected the perceived needs in each county, and varied accordingly. The range of topics included: job skills for youth (Sheridan County); "latchkey" children (Park County); development of a county youth policy statement (Natrona County); self-esteem among youth (Campbell County); marketing 4-H (Hot Springs County); the high rate of juvenile delinquency, substance abuse, and teenage pregnancy (Lincoln County); attitudes toward alcohol abuse (Teton County); development of a coordinated Youth Opportunities Council (Washakie County); and teenage sexuality (Fremont County).

Commenting on the state training, Debra Starks, Human Services Commission, Casper, Wyoming, states: "The training session surpassed my expectations. At first I thought it would be in the 'social work' category. Then I discovered that the emphasis on community development was extremely important."

### Project's Future

As the Community Resource Teams are expanding, youth are assuming a more active and participating role by serving as change agents in local decisionmaking and the policy development issues that affect them. The focus has turned toward the prevention of youth problems rather than reaction or remediation. And all of this has made Wyoming Extension more visible as a reliable resource and change agent.

Follow-up plans for this program include monthly accountability reports from each Community Resource Team, and additional training. Young people are joining hands in a positive, cooperative action.

One Wyoming teenager actively involved in the program offers this comment: "Youth are a very important part of the community and we have discovered we can help the outcome of youth problems!" 





# Extension Marketing— Education In Action

Extension Review 39

Connecticut residents may now more readily link the Cooperative Extension Service with its diverse educational programs thanks to the success of the first phase of a statewide marketing campaign.

Through the leadership of Extension's Marketing Task Force and with support of professional and support staff, Connecticut is demonstrating that Extension marketing is education in action.

## Role Of Task Force

Connecticut organized the task force following the Marketing Extension Workshop held in Chevy Chase, Maryland, in February 1985. Workshop attendees plus state and field faculty representing all Extension program areas comprise the group.

The task force members decided on an internal marketing emphasis for the initial marketing phase. They believed two key elements for a successful marketing strategy were needed: a uniform appearance to the public and overall staff support for the campaign.

## Initial Efforts

The first marketing activity was a slogan contest to choose a theme for the campaign. "Education in Action" was selected from 83 entries submitted by staff members.

The staff member who submitted the winning idea received \$100 in professional development funds and a certificate of recognition.

Contest judges were from the University of Connecticut Institutional Relations, and corporations and businesses dealing with advertising, writing, corporate marketing, and public relations.

The Extension graphic artist combined the slogan with a design, creating a marketing logo, which was quickly approved by state administrators.

The task force thought one way to present a common appearance to Extension clientele was by providing uniform enclosure notes in mailing envelopes. Previously numerous sizes, color combinations, and messages had been used. They selected a long slender format and concise wording for the enclosure. Individual names of staff will be printed on the enclosures at the University of Connecticut. Field office addresses are to be listed on the back for easy access by clientele.

In addition, the task force initiated a common format to use on business cards so Extension throughout the Nutmeg State will have a coordinated look.

## Newspaper Started

Connecticut also began a newspaper, *X-10*, for Extension staff. The paper contains staff news, administrative updates, feature articles, humor, and staff publishing accomplishments.

Classified and professional staff members in state and field offices and College of Agriculture and Natural Resources departments may contribute articles to the paper which will be issued six times per year.

## Activities For Staff

Staff participation in the marketing effort was encouraged. One example initiated by the Task force was the "suggestion contest." A \$25 prize in professional development funds went to each winner for suggestions in five separate competitions—Extension image enhancement, improving office efficiency, uplifting faculty and staff morale, cost-saving, and general suggestions for the organization.

## Future Plans


In early 1986 the Marketing Task Force met to discuss additional activities to pursue as they begin focusing on external aspects of marketing.

Plans are to publish an Extension Annual Report, which will incorporate some suggestions offered by the judges of the slogan contest, and update the brochure that explains Connecticut's Extension program.

A video graphic is being developed using the marketing program's logo. The video can be used at the opening or closing of a television production or by itself as a public service announcement with a voice-over.

Another idea in the discussion stage is developing photo displays that feature Extension staff. Information on each person's academic degrees, years of experience, and areas of expertise would be included. These could be displayed in the appropriate state or field office.

The task force also suggests that portable displays with Extension's name and logo be available for staff use during programs. Since presentations are frequently made away from the Extension office, the displays would remind attendees of the information source.

Through their efforts and with support of Extension staff, the Marketing Task Force has provided a coordinated base for marketing Connecticut's Cooperative Extension Service. 

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